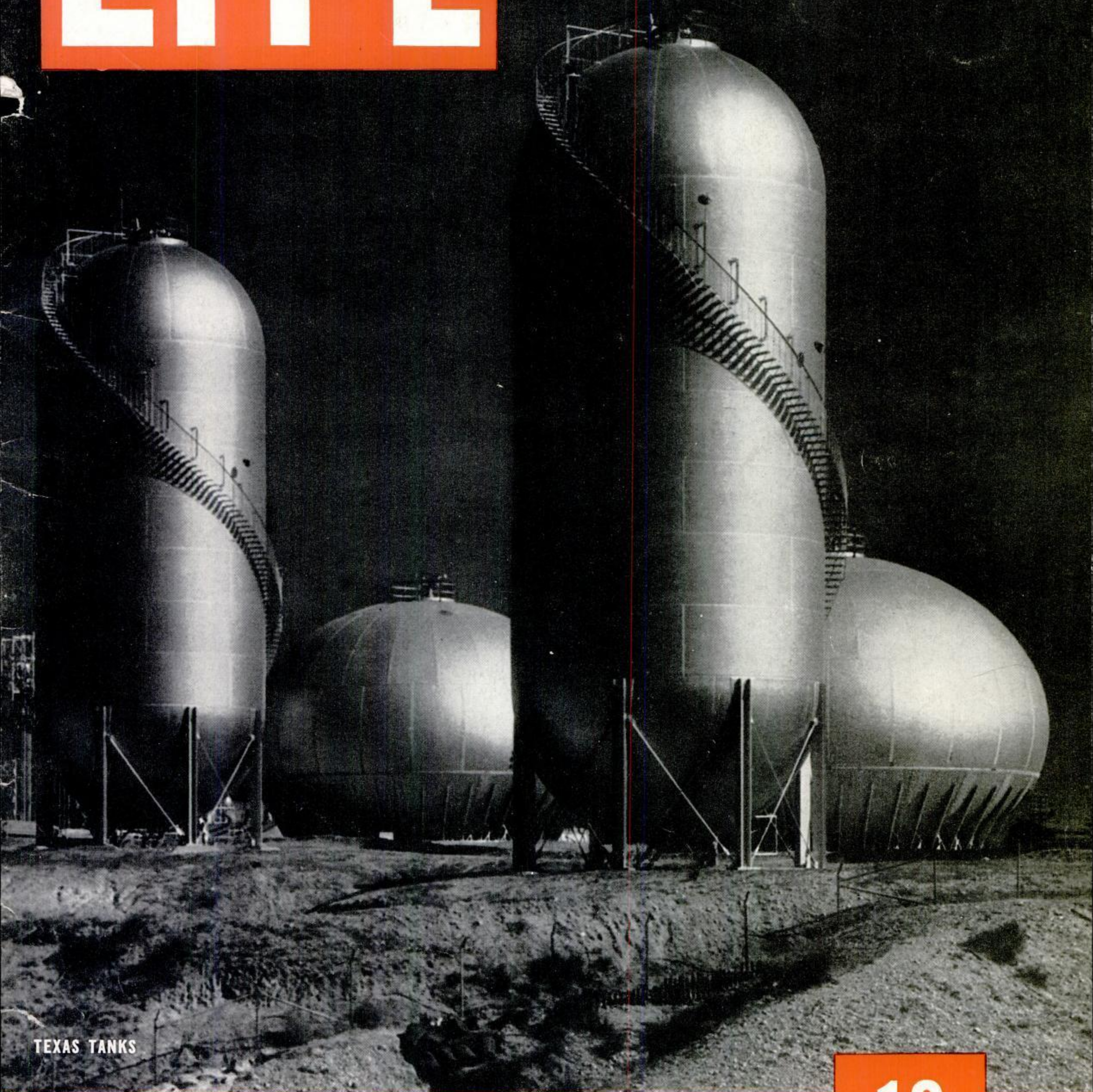


# LIFE



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JANUARY 17, 1938

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THE ARCHITECTURAL FORUM has the honor to announce the publication of an entire issue written and designed by and devoted to the new and unpublished work of

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The Editors believe that this issue is the most important architectural document ever published in America. Here is the first and only record in print of what we have come to call the Modern Movement, from its inception to its present-day interpretation. In more than 100 pages of photographs, plans and drawings you will see architecture as thoroughly indigenous to America as the earth and rocks from which it springs.

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—FRANK LLOYD WRIGHT

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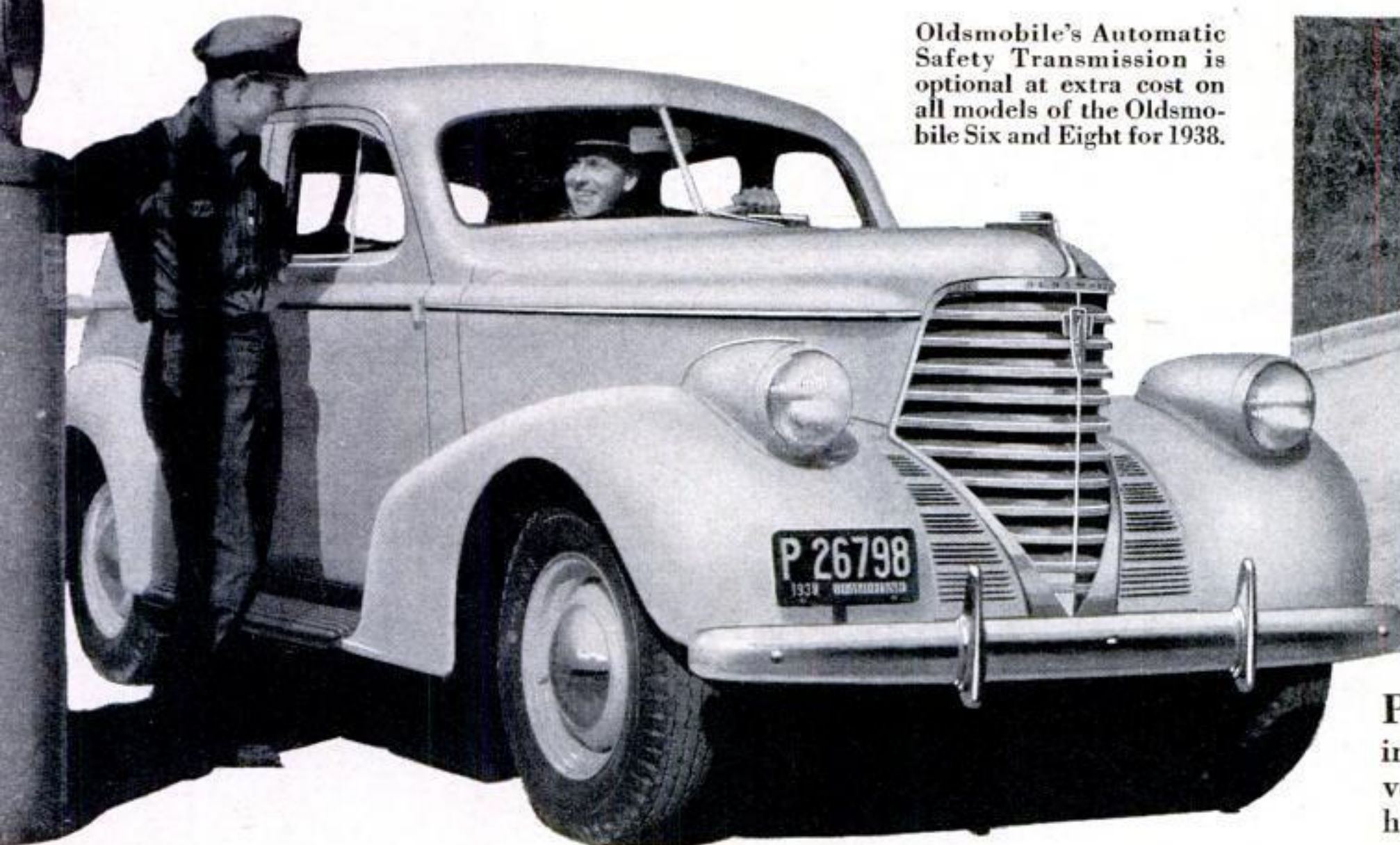
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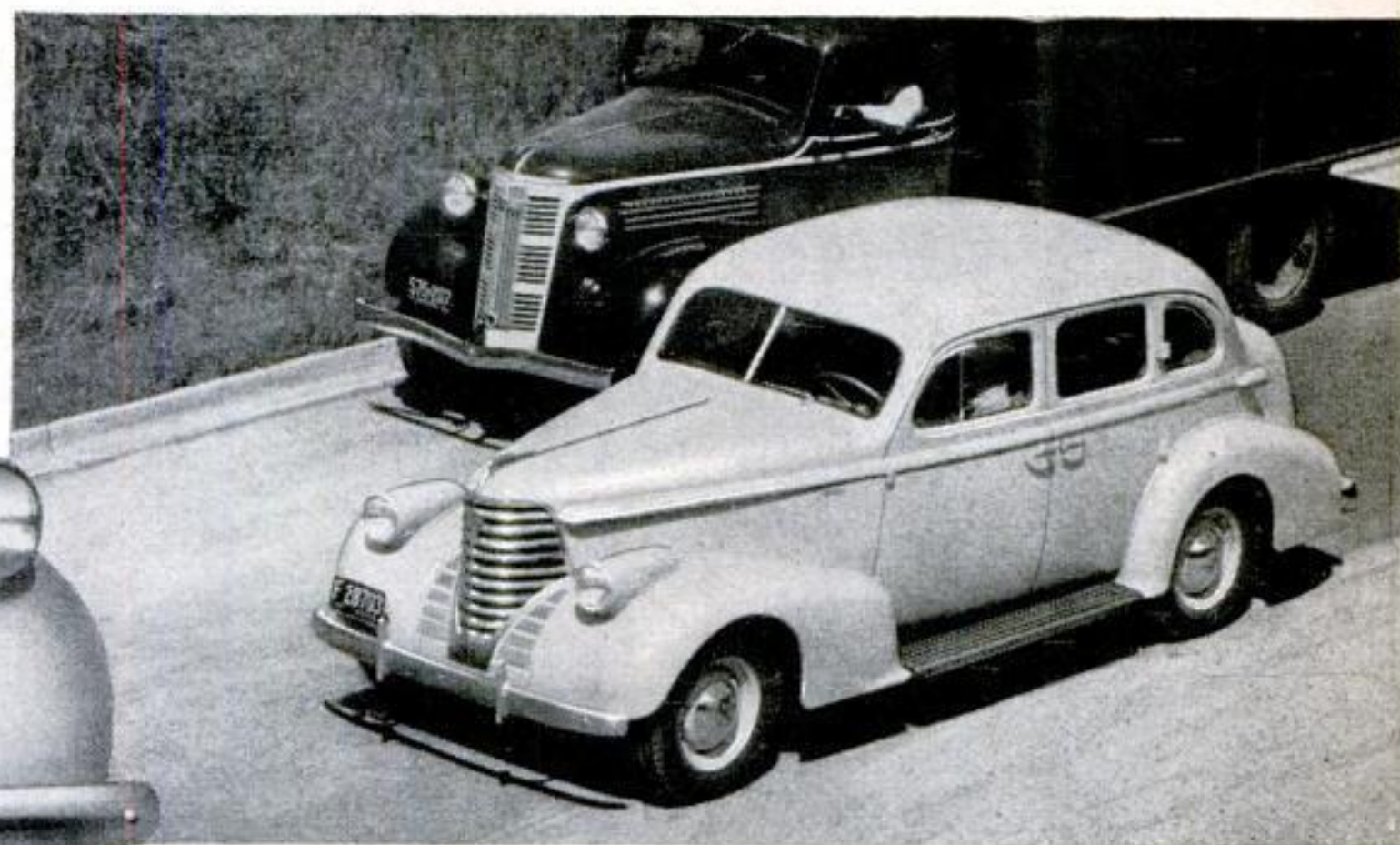


## NO GEAR-SHIFT LEVER

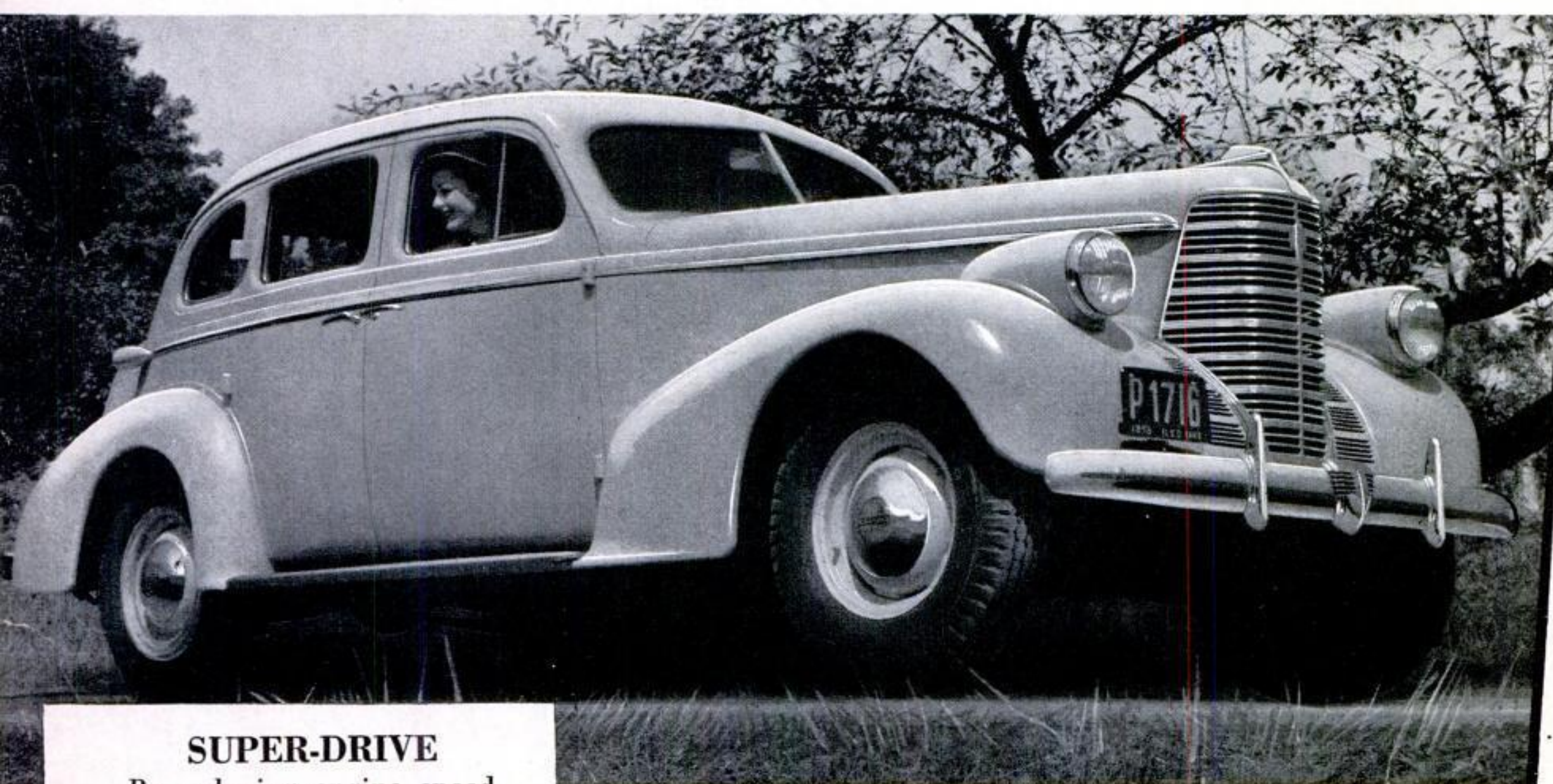
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# SPEAKING OF PICTURES . . .



**Amelia Earhart** has a look-alike in Mrs. Oscar Nelson of Chicago, wife of a garter salesman. Though she gives professional dramatic recitals, Mrs. Nelson never impersonates the aviatrix. She submitted her picture to Vox Pop only because a Kansas City cousin insisted.

## These people all look like somebody else

Weeks ago on their Vox Pop broadcast, Parks Johnson and Wallace Butterworth who conduct this radio program asked any of their listeners who thought they looked like famous people to send their pictures to them. Almost 3,000 people mailed photographs and Vox Pop decided to reward the best "look-alikes" with watches. Asked to be the judge, LIFE chose as the best look-alikes the five people on opposite page. Each one will receive a watch from the Mollé shaving cream company, sponsor of Vox Pop. On this page are some runners-up.

Vox Pop is a questions-and-answers program broadcast over N.B.C. For it, Parks Johnson and Wallace Butterworth set themselves up in a semipublic place like a hotel lobby and interview passers-by. During their half hour, they frequently broadcast some completely irrelevant question, such as the one about look-alikes. They have asked for pictures of covered bridges, wooden Indians, one-armed paper hangers, left-handed dentists. Their latest request was for policemen with moustaches. Main reason for the questions is to stir up listener interest and provide a gauge of the program's popularity.

From the comprehensive look-alike response, Vox Pop has discovered that more Americans think they look like Will Rogers than like anyone else. Next most common look-alike is the Duchess of Windsor. Almost any dark, slim woman who parts her hair in the middle is told she resembles the famous "Wally."



**Woodrow Wilson:** William Heckman of New York. A Pullman porter once refused his tip because he thought Heckman was Wilson.



**Franklin Roosevelt:** Alonzo Briggs, Republican optician, Worcester, Mass. His likeness makes him feel superior among Democrats.



**Mary Astor:** Mrs. John Smith Jr., New York City housewife. When she used to sing at Elks affairs, she was often taken for the actress.



**Sonja Henie:** Jacqueline Schutzenberger, 7½, daughter of a Los Angeles landscape painter. Her twin brother is no look-alike.



**The Devil:** I. P. West, grocer, of Ellport, Pa., wrote Vox Pop in all seriousness: "Lots of people tell me I look like the Devil."



**Mary Pickford:** Marie Bardé, Hollywood actress, says her hands and feet fit exactly into Mary's pavement imprints at Grauman's.



## ... THESE LOOK-ALIKES WIN WATCHES



**Eleanor Roosevelt** has a Norwegian look-alike: Mrs. W. Borgeson, wife of a ship captain who fled Shanghai with her when war broke. She was photographed at Bonneville Dam.



**The Dionne Quintuplets** have a look-alike in winsome Joyce Ballantyne, 21 months old, of Lamoni, Iowa. Wherever she goes, writes her mother, people remark on the resemblance.



**James A. Farley** has a dead ringer in E. A. Jones, president of Havens Electric Co., Albany, N. Y., who is shorter and heavier than Mr. Farley. Their paths have never crossed.



**Will Rogers** has more look-alikes than anyone else in America. Best of them all is Harry Nanos of Portland, Me., who uses this picture on a postcard to advertise his Quality Shop and Soda Fountain at Portland, his Race Track Diner and Filling Station at Orchard Beach.



**The Duchess of Windsor** has most look-alikes among women. Watch winner is Mrs. Bernardine Heller of Los Angeles who has a small mole on right side of her face, as has the Duchess. Anxious to meet her noted double, she is still not quite accustomed to being stared at.

This One

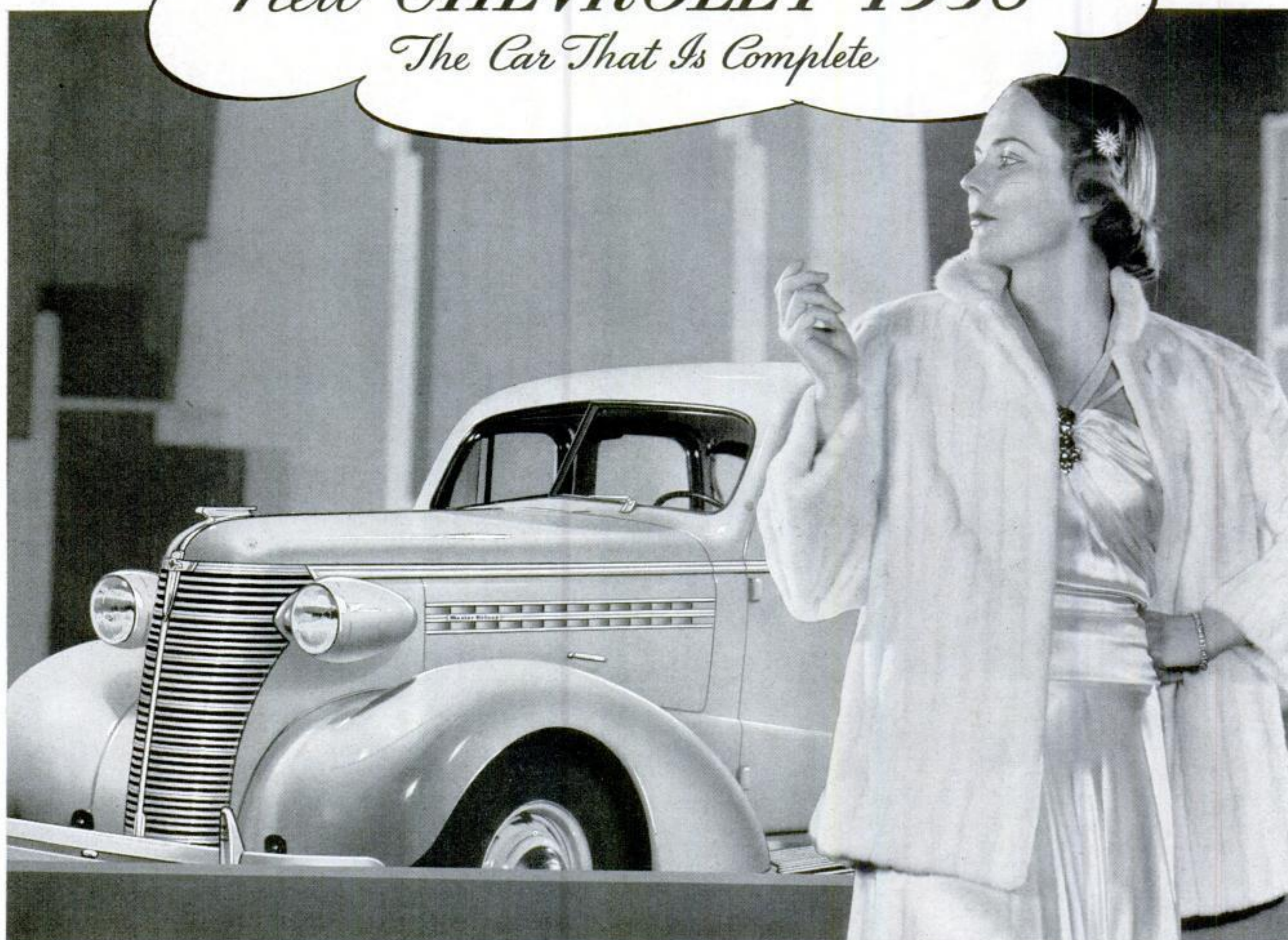


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CHEVROLET MOTOR DIVISION, *General Motors Sales Corporation*, DETROIT, MICHIGAN



— *You’ll be* **AHEAD** *with a* **CHEVROLET!** —



# SPEAKING OF PICTURES

(continued)

## These look-alikes also ran

Most look-alikes received by Vox Pop needed no tag-line for their identification. The resemblances of those below, however, were somewhat more difficult to detect. Since many of these candidates said that their friends had persuaded them of the resemblance, it is very possible that the camera sometimes proves unable to do full justice to a look-alike.



**Jack Oakie:** Sheldon Weinberg of Floral Park, Long Island, says friends kid him on his close resemblance.



**Al Smith:** Frank Krueckel, San Francisco barman, suggests a Jim Farley rather than an Al Smith look-alike.



**Mae West:** Mrs. J. A. Biehle, Milwaukee, whose figure and voice both resemble Miss West's, wins prizes for her impersonation.



**Katharine Hepburn:** Kay Melchior of Chicago, Armour & Co. secretary, has appeared as Hepburn at amateur nights.



**U. S. Grant:** Ben Shuemaker of Eureka, Calif., acted the General at a celebration. He is a barber and violin maker.



**James A. Farley:** W. J. Cresick, The Bronx, says: "I have been told that I resemble the Postmaster General."



**Kay Francis:** Helena Oaksford of Gloversville, N. Y., is 20 and unmarried. A store clerk, she is now unemployed.

## Leading Stores in Coast-to-Coast Special Selling NATION-WIDE CARD PARTY—

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Regularly sell for \$1 per pair! Eliminate cluttering top of table! Unbreakable! Slide on and off without effort!

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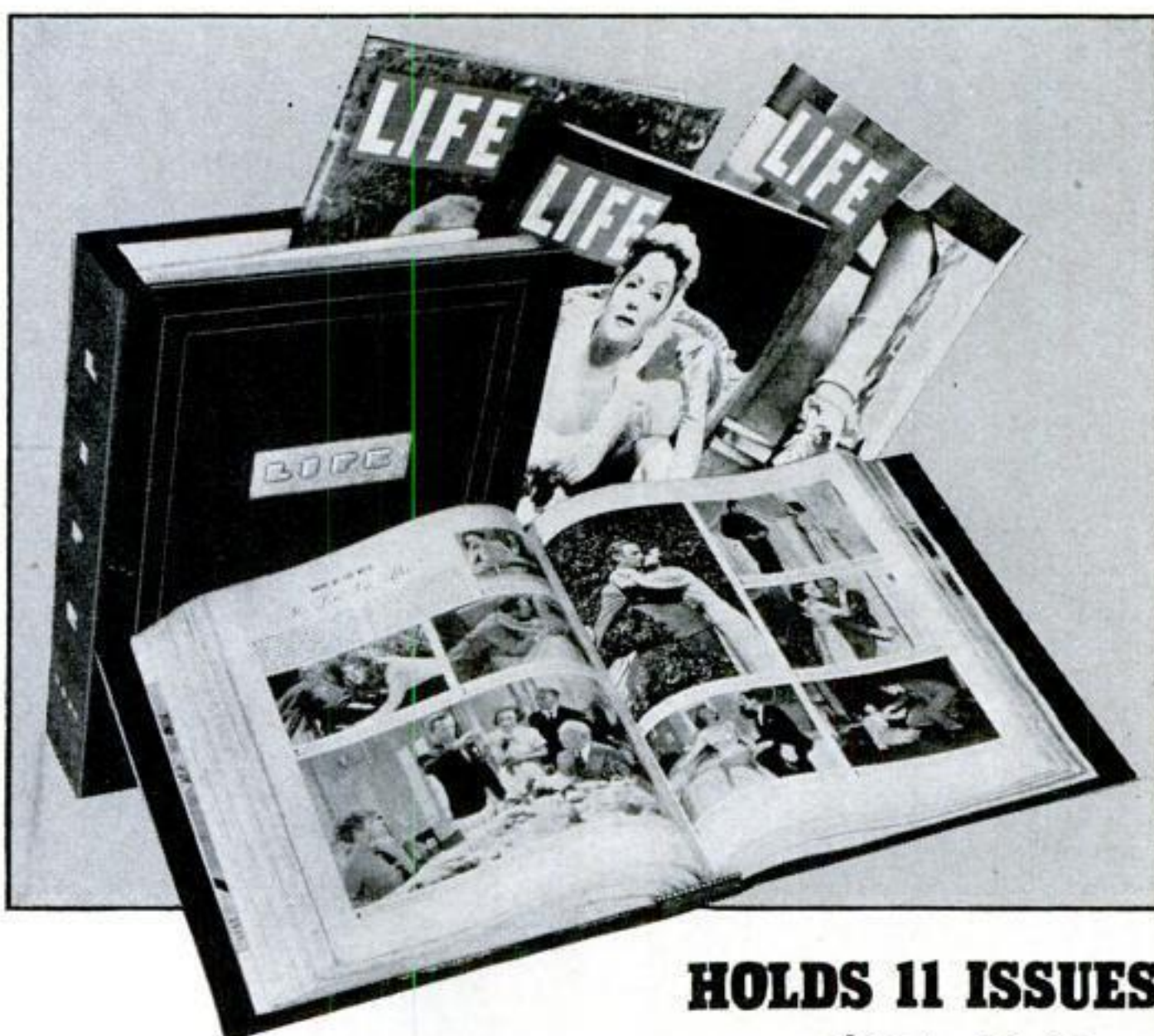
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# LETTERS TO THE EDITORS

## Canada's Princesses

Sirs:

Since the first issue of your magazine, I have been a thorough and interested reader, finding your pictorial display of the news the best means possible of keeping in touch with local, national and international events.

However, I beg permission to make a correction in a recent issue (LIFE, Dec. 27) where on page 61 in caption under page picture entitled "Christmas in Quintupletland" you say: "They have earned this [fortune] by endorsing goods, selling picture rights, charging admission to visitors."

This latter statement is incorrect; since the birth of the five babies not one cent has ever been charged the more than one million visitors who have journeyed to Callander to see them.

The Guardians feel that it is not a show. Because of the world-wide interest in these little Royal Princesses of Canada, we would no more think of charging admission than would the King of England charge admission to see the Royal Princesses of England.

ALLAN ROY DAFOE

The Dionne Quintuplet Guardianship  
Callander, Ontario, Canada

● LIFE's apologies to Dr. Dafoe.—ED.

## Life Saved

Sirs:

I feel that the readers of LIFE will be interested in the details of the part LIFE played in saving the life of George J. Winters, Erie, Pa., in his battle with pneumonia in Fort Lauderdale during the Christmas holidays.

Mr. Winters came here to recuperate from a recent throat infection. On the morning of Dec. 27 he played golf at the local Country Club and was ill the next morning. That afternoon Dr. —\* had identified the illness as Type Three lobar pneumonia, the most deadly of all of the 32 known types of this dreaded disease.

Dr. —\* was familiar with the work of Dr. Jesse G. M. Bullowa of the New York University College of Medicine but had not seen the Dec. 20 issue of LIFE which contained the excellent description of Dr. Bullowa's work in pictorial form. Dr. —\* contacted Mr. Winters' son, George Jr., in Erie by telephone and George Jr. had seen the LIFE article and realized at once the seriousness of his father's condition.

Mr. Winters Jr. left Erie at once for New York City where he contacted the Lederle Laboratories. He arrived at 8 a.m. Wednesday Dec. 28, and his plane left for Florida at 11 a.m. In those three hours he also contacted Dr. Bullowa and procured all the available serum they had from the laboratory.

Through the pneumonia feature in LIFE, the son was sold on the vital necessity of procuring this Type Three serum and he did a magnificent job in procuring 160,000 units for his father's treatment. He arrived in Miami the same night and got to his father's bedside at 11:30.

The serum was administered intravenously and the reaction was violent. But today, Jan. 3, less than a week later, Mr. Winters' temperature is normal and barring unforeseen complications he is completely out of danger.

AUGUST BURGHARD

Secretary

Fort Lauderdale Chamber of Commerce  
Fort Lauderdale, Fla.

● Within a week Lederle Laboratories expect to begin distributing the serum for Type III pneumonia to their branch offices throughout the U. S.—ED.

## Museum Art

Sirs:

The best possible Christmas present: LIFE's announcement regarding its intentions to print a "survey" of Art in America.

\*Doctor's name deleted for professional reasons.

Thanks a million, for a million who are like myself, really interested, and really, humbly seeking knowledge on the subject. Your reproductions have been so very good, we know we have a priceless gift awaiting us in 1938.

E. S. SHERMAN

Newark, N. J.

## Lady's Arm

Sirs:

What do other readers think of the portrait on cover of the Dec. 27 issue?

I don't know anything about art, but the lady's right arm seems to be off at the shoulder.

A. B. WOLF

Ft. Recovery, Ohio

● Reader Wolf is by no means the first art lover to make this criticism. The artist, Jean Auguste Dominique Ingres, paid scant attention to anatomy. His ladies have beautiful flesh but are sometimes curiously built.—ED.

## Weston, Pro & Con

Sirs:

More of Mr. Weston's pictures, please.

RALPH UNDERWOOD

Athens, Ga.

Sirs:

In Speaking of Pictures, Dec. 27, LIFE stated that Edward Weston is one of the five best photographers in the United States. In that case we, that is my friend and I, must surely rate No. 1 and No. 2 respectively. Please do not misunderstand. Until now we considered ourselves just a couple of mediocre amateurs who didn't have a chance at turning out really fine photographs.

You will tell us that Mr. Weston is an "intense realist" which is just a fancy way of saying "he couldn't see a good shot if it screamed at him."

Without a bit of pride or conceit we can truthfully say we've discarded better pictures than the ones that Edward Weston had reproduced in LIFE.

EARL BECKER

HAROLD HOHENSTEIN

Buffalo, N. Y.

● Let Photographers Becker and Hohenstein retrieve their discarded pictures. Perhaps they, like Edward Weston, will win a Guggenheim Fellowship.—ED.

## Big Apple Origin

Sirs:

In your elaborate article about "The Big Apple" why didn't you give credit where credit is due? Billy Spivey, formerly of the University of North Carolina, created "The Big Apple" and took a group billed as the "Original Big Apple Dancers" north with him, playing vaudeville and finally ending at the Hollywood Restaurant—not the Rainbow Room.

JACK NASLOW

Baltimore, Md.

● Billy Spivey was one of the first to popularize the Big Apple but his claim to creating it is not generally recognized. The dance apparently originated among South Carolina Negroes.—ED.

## Big Apple Tempo

Sirs:

I have followed with interest your series on the "Big Apple," and especially your article in the Dec. 20 issue. The past summer, I was directing a college orchestra at a Carolina beach when the "Big Apple" started. There were numerous demands for the "Apple" and, as we were the second or third orchestra to play for it, we had to do some experimenting to find the desired tempo. A slow tempo with plenty of "lift" in it will practically carry you through the

dance. I have noticed, though, that in stage shows, motion picture shorts, and at many of our own dances this fall, invariably the tempo is so fast that you are "whipped down" at the end. If the "Big Apple" is to become one of our dances (or nuisances), as it seems to be doing, why not dance it at its original tempo?

JOE PRIVETTE

Furman University  
Greenville, S. C.

## More-tified

Sirs:

Since when has Thomas More been called a Saint (LIFE, Dec. 27)? The only title I have known him to bear was Sir. A thousand congratulations, anyway, on the reproductions of pictures in the Frick Collection.

MRS. JOHN ROBERT KRANTZ

New York, N. Y.  
Dec. 29, 1937

Sirs:

Reader Krantz retracts. More perceiving eyes noted what I did not, that Sir Thomas was "canonized in 1935." Am I More-tified?

MRS. JOHN ROBERT KRANTZ

New York, N. Y.  
Dec. 30, 1937

## "Very Good Picture"

Sirs:

Most everybody that knows me here & that saw my picture as "Private Davis, First



PRIVATE DAVIS

Class" in the Dec. 20 issue marveled at it, saying it's a very good picture. In fact I think it was a very good picture myself.

During my time in the Infantry I have been practically all over the U.S. & I know quite a few army & civilian people, & I feel that they would be quite delighted in seeing my picture appear in the LIFE. Most all here were quite surprised & delighted in seeing the picture. I must say I was likewise.

FRED DAVIS

Company "E," 30th Infantry  
Presidio of San Francisco, Calif.

Sirs:

Your picture of Private Davis would not pass inspection. The cuff on his left sleeve is turned over.

A. J. HOLM

Lieut. Com. M. C.-V (S)  
U. S. N. R.

Chicago, Ill.

## Sloppy Attention

Sirs:

I have been reading LIFE for a year and during that time I have noticed few mistakes in your book. However, in the Dec. 27 issue, in your story on the Mexican execution (page 59), under picture 4 you say the men

are at "parade rest." This is wrong as this movement is "order arms" or "attention."

RICHARD LOFGREN

Dorchester, Mass.

● The soldiers are indeed supposed to be at attention. Their posture, however, is so sloppy, what with one soldier's hand in his pocket and all the gun butts out of line, that LIFE's informant charitably believed them to be in some other position.—ED.

## Fish

Sirs:

I have a fish that sits on his tail; you may come and take his picture.

J. FAYMONVILLE

Evanston, Ill.

● LIFE challenges Reader Faymonville to produce the picture himself.—ED.

## Wrong Reilly

Sirs:

Undoubtedly you will receive many letters from Army men calling attention to your error on page 12, Dec. 27 issue, in your picture of the Boxer Rebellion.

The "U. S. Marine Captain Reilly" you mention was not a Marine. His name was Henry J. Reilly and he was Captain of Battery "F," 5th U. S. Artillery, United States Army. Captain Reilly was one of the best-known officers in the Army at the time of his death, and Battery "F" was affection-



THE LATE CAPTAIN REILLY

ately known throughout the Army as "Reilly's Battery."

"Reilly's Battery" served with distinction during the Spanish-American War in Cuba, and later performed valiant service in the Philippine Islands against the Filipino Insurgents. For a time "Reilly's Battery" was attached to the 4th U. S. Infantry, to which organization the writer had the honor to belong, at the time as a private. On more than one occasion the writer saw the "Battery" in action against the Insurgents and the figure of Captain Reilly dashing about on his black charger was an inspiring sight.

During the Boxer Rebellion in China Captain Reilly with his Battery was always in the forefront of the fighting, and to his Battery was given the task of blasting a way through the gates of Peking. In properly directing his Battery it was necessary that he expose himself directly to the enemy fire, and it was at this time he received his fatal wound. The command of the Battery was then taken over by First Lieutenant Summerall, under whose direction a breach was made in the heavy gates. Summerall is now retired, his last service having been as Chief of Staff, U. S. Army.

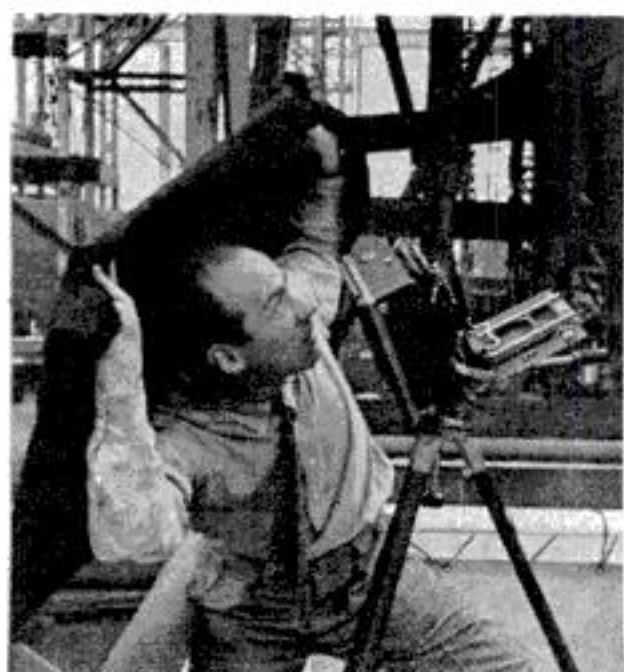
I have no quarrel to pick with the "Marines," but I do like to see the devil get his due.

COL. GEORGE M. DUNCAN

U.S.A., retired.

Miami, Fla.





## LIFE'S PICTURES

Robert Yarnall Richie is a leading U. S. industrial photographer whose work includes a remarkable set of photo murals depicting the making of steel made for U. S. Steel Corp.'s downtown Manhattan offices; pictures of 15 streamlined trains, the Douglas Aircraft factory at Santa Monica, Calif. (LIFE, Dec. 20), and all but two of *Scientific American's* covers for 1937. To this issue of LIFE, Mr. Richie contributes many of the pictures of Oil (see pp. 28-36) including the fine color portrait, and the picture on the front cover. Never a news photographer, his keen interest in industry which he believes offers the greatest field for human-interest and dramatic photography, keeps him traveling from one end of the country to another.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

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6—RT. HORACE BRISTOL  
7—LEON MILLER  
9—HANSEL MIETH—THOS. D. MC AVOY  
10—HANSEL MIETH  
11—HANSEL MIETH exc. bot. CARL M. MYDANS  
12—HANSEL MIETH  
13—CARL M. MYDANS—THOS. D. MC AVOY  
14—A. P. INT.—PETER STACKPOLE  
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25—CARL M. MYDANS—ALFREDO VALENTE  
26—KARGER-PIX, BOB GOLBY—BOB GOLBY  
27—2nd row from bot. H. KENNELL-ELLIS, RT. CHARLES BELL—BOT. ROW ACME, EMMETT SCHOENBAUM, KARGER-PIX.  
27—MARTIN MUNKÁCSI  
28—ROBERT YARNALL RICHIE  
29—ROBERT YARNALL RICHIE, TROST STUDIO  
30—ROBERT YARNALL RICHIE exc. L. H. and cen. H. WILLIAM M. RITTASE  
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53—A. P.—A. P.—W. W., EUR. (2)  
54—A. P., P. I., A. P.—INT., ACME  
55—W. W.—P. I.  
56—A. P.  
58, 59, 60, 61—PETER STACKPOLE  
62—HOT. DR. M. FORTES  
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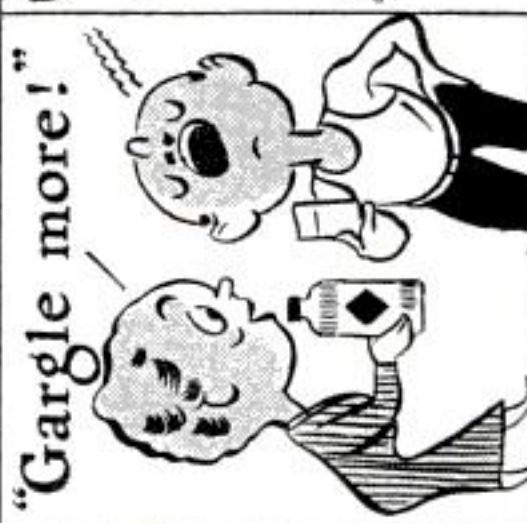
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# RICH REWARD

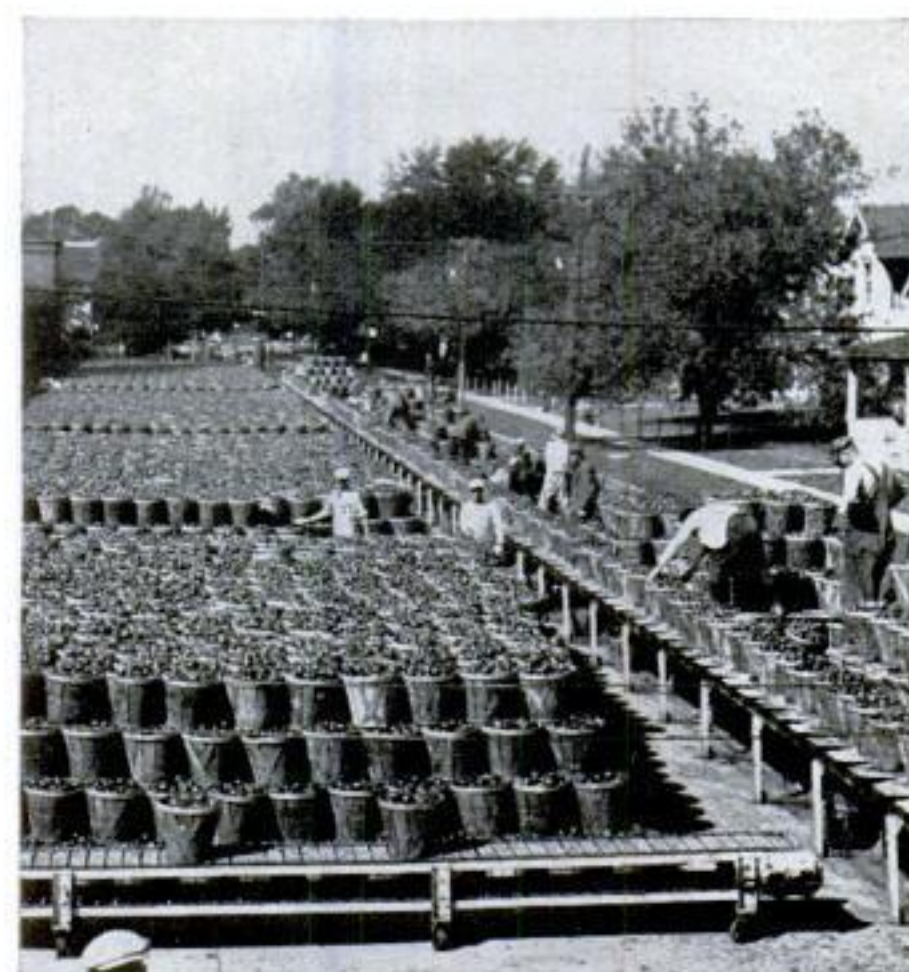
Patience, diligence and skillful cultivation bear fruitful harvest in Heinz famous "Aristocrat" Tomato.



**NO LUCKY CHANCE** phenomenon is the Heinz Aristocrat tomato. The flavor results from generations of carefully crossbreeding "pedigreed" strains. (Above) Deft workers skillfully pack choice greenhouse seedlings for transfer to out-of-door beds.



**SUMMERTIME** finds these aristocratic little plants ready to be transplanted in open fields. All summer long their roots lie in the warm, fertile earth, their green shoots soak up the good sunshine. At the very peak of flavor perfection, the red-ripe fruit is picked.



**PLUCKED AT DAWN**, Heinz Aristocrat tomatoes are rushed to nearby Heinz kitchens, inspected, sorted, washed. By nightfall, they've been pressed; their rich, pure juice sealed in stout keystone-labelled tins, ready for your grocer's shelves!



**TO YOUR HEALTH!** Well might one drink a toast "To Health!" in Heinz luscious Tomato Juice! For here is Nature's grandest, most zestful beverage—rich in vitamins and valuable minerals. As a morning eye-opener, it is unsurpassed. A brimming glassful at noon restores energy, sets the system right. Just before dinner, try mixing an ice-cold cocktail of Heinz Tomato Juice and a dash of Heinz Worcestershire Sauce. And at bedtime, a warm cupful—straight—will send you off to pleasant dreams! *A votre santé!*



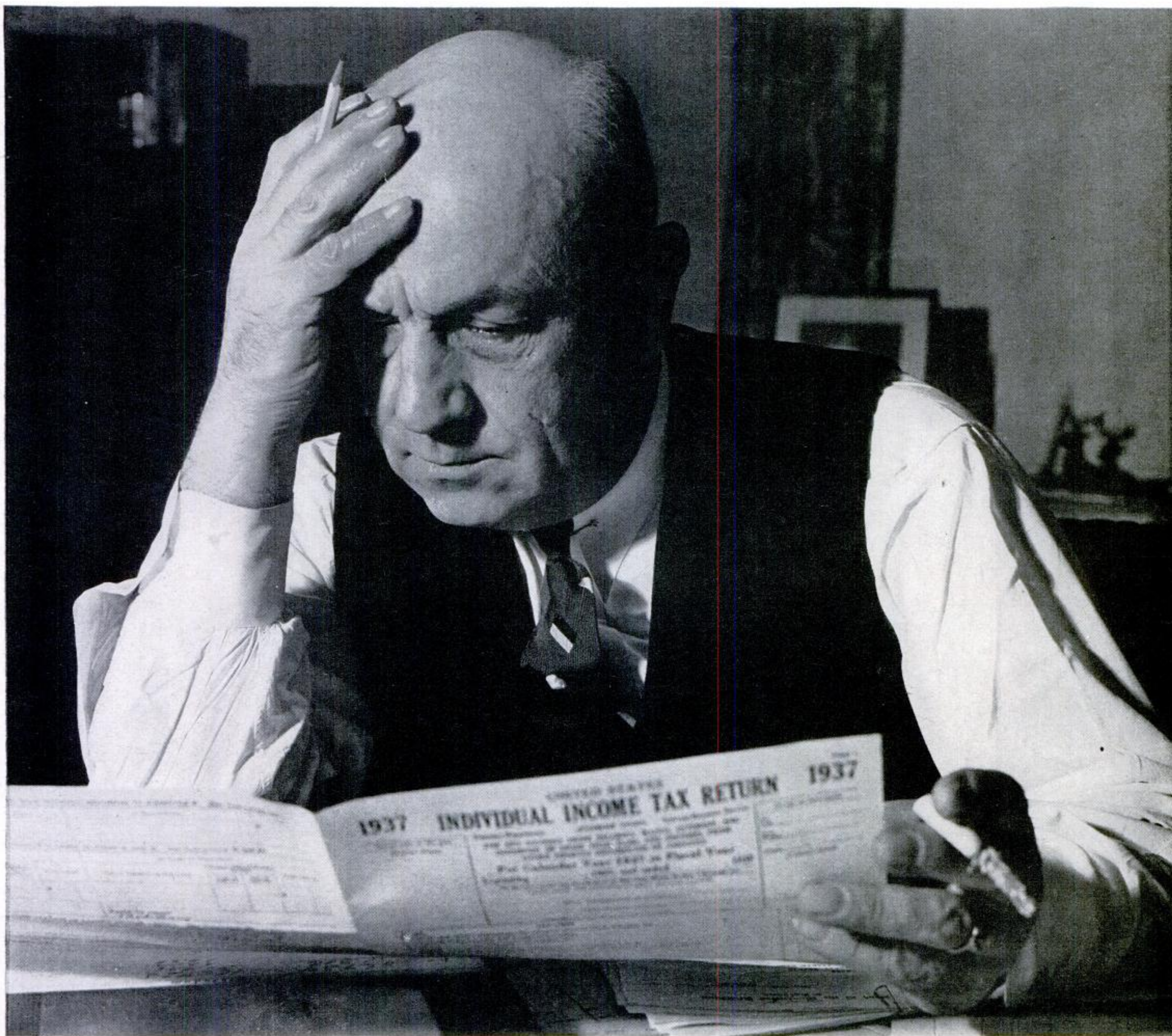
**OUT IN THE COLD.** Homemakers who believe in being ready for any emergency, stock their refrigerators plentifully with Heinz Tomato Juice. And when bought by the case, savings are considerable. Keep plenty on hand. Your whole family will cheer!



Meet the Aristocrat tomato! The House of Heinz has been richly rewarded for the years spent perfecting this plumper, juicier, tastier fruit. And the reward can be yours, too. For seven of the famous 57 Varieties gain their extra appeal from the savor of the Aristocrat—Heinz Tomato Ketchup, Heinz Chili Sauce, Heinz Tomato Juice, Heinz Cooked Spaghetti, Heinz Oven-Baked Beans (2 kinds, with pork and without) and the Cream of Cream of Tomato Soups—by Heinz! Versatile fellow, the Aristocrat, and one well worth knowing!







## THE U. S. BUDGET AND MR. LACEY: THE TAX LIFE OF A CONNECTICUT YANKEE



On Jan. 5 in his annual budget message to Congress, President Roosevelt announced that the U. S. Government is spending nearly \$7,500,000,000 this fiscal year (ending June 30). This outgo is over a billion dollars more than the Treasury's intake. In fiscal 1939 only a few hundred millions will be pared off those figures. Successive deficits will raise the Public Debt to a stupendous \$38,500,000,000. This news astounded and concerned the average American about as much as if he had been told that it is really 3,363,000,000 miles to the planet Neptune instead of 2,910,000,000.

Reason for the new deficits, said the President, is that tax receipts are falling off sharply because of the worrisome Recession. But not for popular worry were one more postponement of a balanced budget and a couple of billions added

to the Public Debt. Alf Landon found that out in 1936.

The usual explanation of popular indifference to Federal finance is that the figures are too big, the whole subject too complex and remote. But there are sounder reasons. About half the families in America now get back far more cash from the Treasury than they put in. Most of the other half pay a minute share of direct (income) taxes, and forget about the indirect taxes they pay on almost everything they buy.

As a businessman with an income of \$27,000 a year, Mark J. Lacey of New Britain, Conn. (above) was vitally interested in the President's budget message. To help show LIFE's readers how the Government takes the taxpayer's money, and how it spends it, this Connecticut Yankee has public-spiritedly sacrificed his financial privacy on the following pages.



(continued)

## MR. LACEY WORKS 33 DAYS A YEAR FOR THE FEDERAL GOVERNMENT

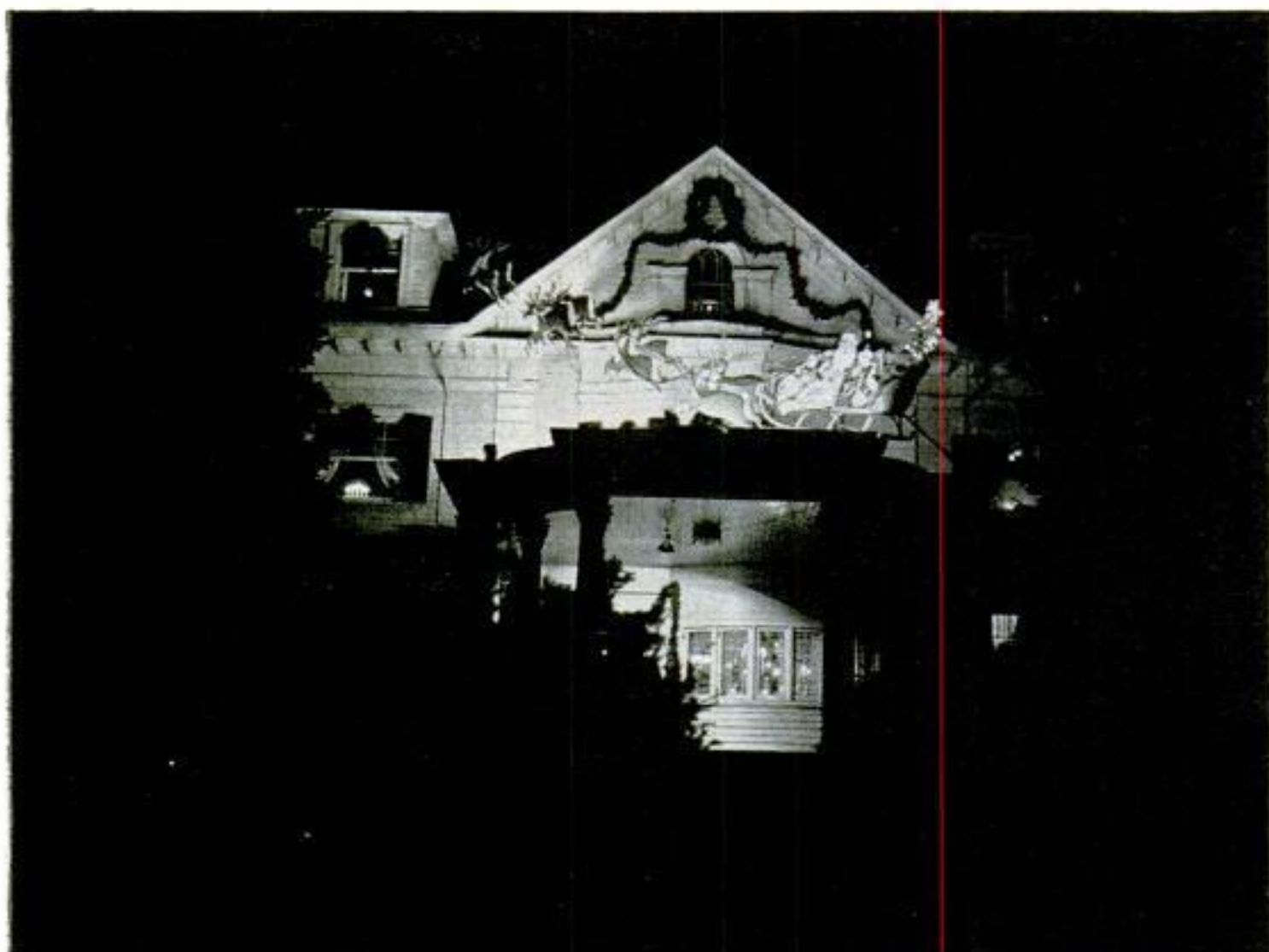


THE PATRIOTIC MOTIF IN MR. LACEY'S STUDY EXTENDS TO GEORGE WASHINGTON ON THE WASTEBASKET

**M**ark J. Lacey, president & general manager of Southington, Conn.'s Peck, Stow & Wilcox Co., is one of some 2,000,000 Americans who pay a personal Federal income tax. He is, furthermore, one of exclusive 3.5% (earning over \$10,000 a year) of that group who pay 86% of the income-tax total.

Mr. Lacey got into that class by his own efforts. Son of an Irish blacksmith, he went to work as a horseshoe-nail salesman at 17, rose through the sales ranks of U. S. Steel and Corning Glass until in 1930, aged 43, he was called in to head the old manufacturing firm of Peck, Stow & Wilcox.

Mr. Lacey lives with his wife (they have no children) in a fine home in New Britain, drives eight miles every morning to the plant at Southington. After dinner he usually says to Mrs. Lacey: "Guess I'll have to get back to the rock pile." Then he goes upstairs to his study, which he calls the "Presidential Suite" (left), sits down at his desk (labeled ROCK PILE) and works at his business until 1 or 2 a.m. This year Mr. Lacey will pay a personal income tax of \$2,068. He figures that he works 33 days a year for the Federal Government.



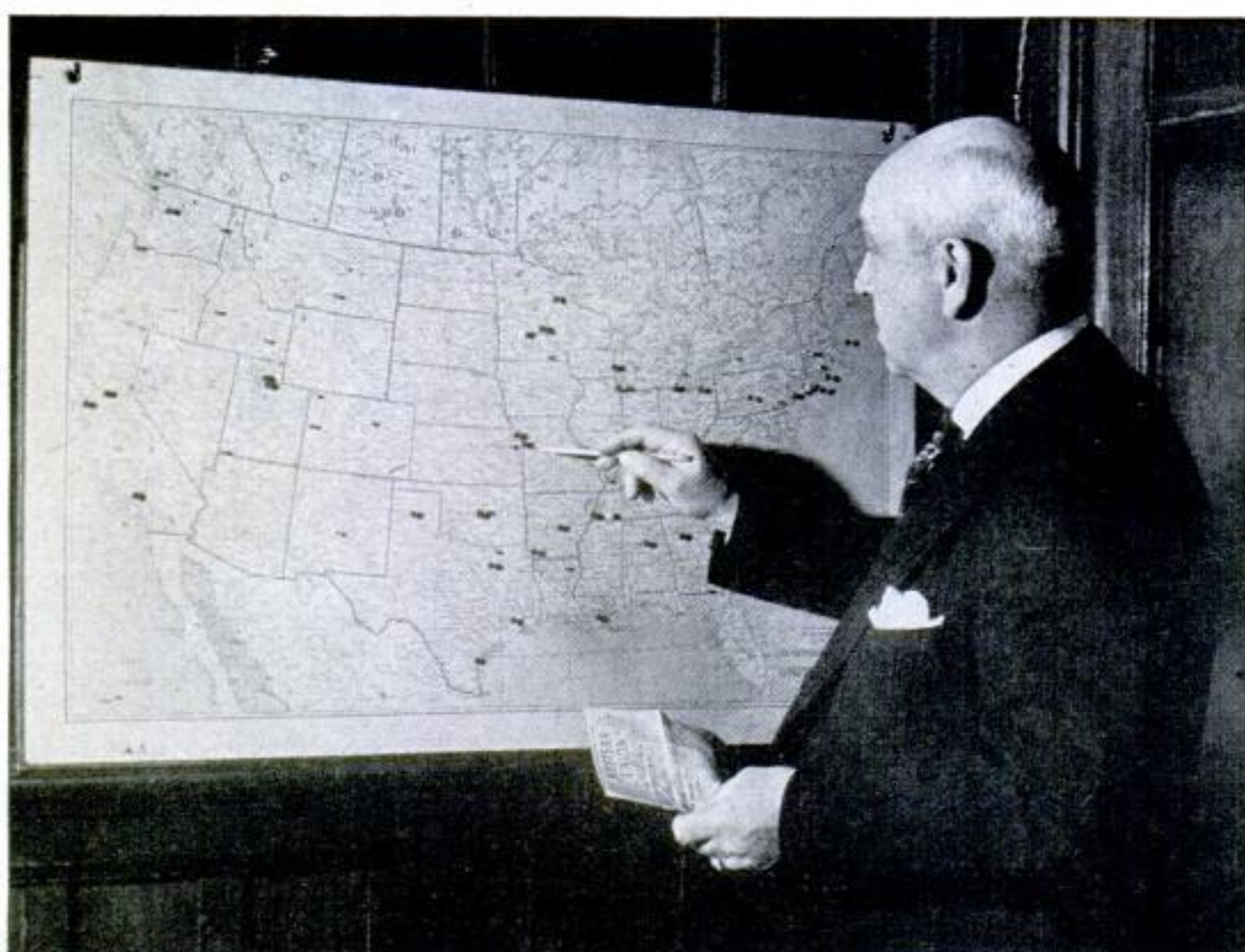
The Lacey home, here shown decorated for Christmas, has ten rooms, five baths, a cellar fitted out with machinery for woodworking, which is Mr. Lacey's hobby. Among the local and State taxes which he pays in addition to his Federal taxes is \$565 per year on this house.



Mrs. Lacey's hobby is novel interior decoration. She has named all rooms above the first floor. This is the "Bridal Chamber," a guest room. Another guest room is "Nuit de Noël," the master bedroom is "Blue Heaven." The maid's bath is "Buckingham Palace."



Pexto is the trademark of Mr. Lacey's 118-year-old company, which manufactures hardware, tools, metal-working machinery. It has 1,100 stockholders, 800 employees. Last year it paid \$21,500 in Social Security taxes, plus \$2,600 rent for a machine to figure them out.



Chief distributors of Pexto hardware are shown on this map. Sales, which rose from a low of \$1,000,000 in 1932 to \$2,250,000 for the year ending last June, have slumped off badly with Recession. The factory now works only two-thirds its normal man-hours.

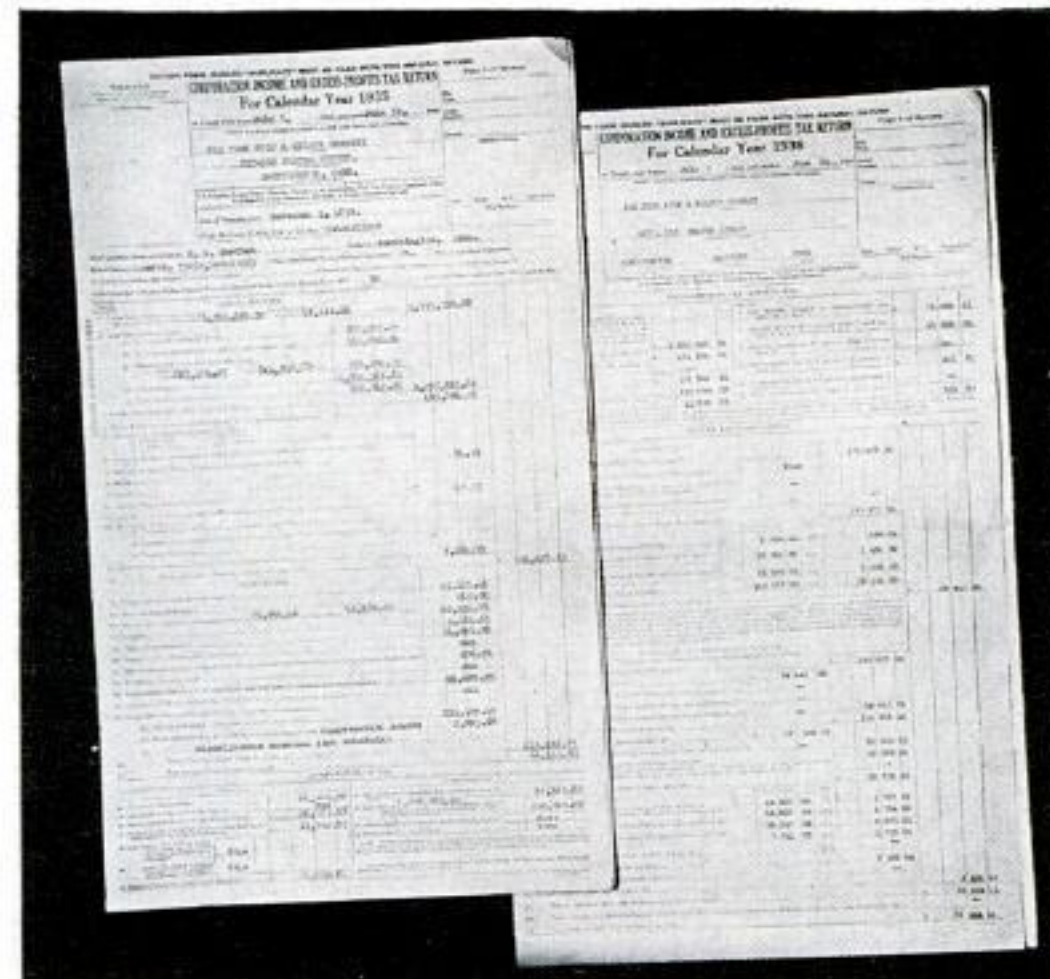


## AT WORK AND PLAY MR. LACEY MEETS THE FEDERAL TAX COLLECTORS



**Pexto's taxes** are figured by President Lacey and his chief assistants. In fiscal 1937 the company earned \$170,000 taxable income, paid \$58,000 in direct Federal taxes.

Local and State taxes brought the total to \$87,000 which was more than half its income. While Pexto sales were rising 26% over 1936, Pexto's total taxes rose 88%.



**Pexto's tax returns** (Federal income and excess profits) for fiscal 1936 and 1937. In 1937 the company doubled its income of the previous year. Its Federal taxes were more than tripled.



**Mr. Lacey pays 6¢ a pack** Federal tax on cigarettes. He buys about 1,825 packs a year, for a total tax of \$110. From tobacco taxes in fiscal 1938 the Government will receive \$545,110,000.



**Mr. Lacey pays 58¢ a quart** Federal tax on liquor. Temperate, he does a great deal of business entertaining, pays \$174 tax per year.



**Mr. Lacey pays 1¢ a gallon** Federal tax on gasoline, for a yearly total of \$26. Some of his other Federal taxes are: theatre admissions (\$45), club dues (\$40), toilet preparations (\$30).

## THESE MEN IN WASHINGTON DECIDE HOW TO SPEND MR. LACEY'S MONEY

The U. S. Budget in the making appears in the picture below, as Acting Budget Director Daniel W. Bell (head of table) confers with his chief assistants on how to divide up Mr. Lacey's taxes among the multifarious departments and agencies of the Government. First step in making the budget is for each department and agency head to send Director Bell an

estimate of how much he wants to spend in the fiscal year ahead. From the Treasury Mr. Bell gets an estimate of how much the Government will take in during the year. Then he gives each spending official a hearing, trying to bring outgo down to income. So far he never has. At every step Director Bell consults with President Roosevelt, big boss of U. S. spending.





## Mr. Lacey sees where some of his tax money goes (continued)

The New Deal is taking more of Mr. Lacey's money than any Administration ever did before. It is also showing him more for his money. His postman and Congressman were once about the only contact a citizen had with his Government. Now Mr. Lacey can look around in New Britain and Southington, see the New Deal's agents, beneficiaries and works on every side. He can see members of

nearly all the great groups who get cash direct from the Treasury—Government employes, relievers, veterans, old people, farmers, and the unemployed (now receiving Federal-State compensation in 23 States). With their families they comprise approximately half of the population. Some of them whom Mr. Lacey sees, and the amounts he pays each group out of his \$2,400 Federal tax, appear below.



**Government employes**, a million of them from postman to President, get about \$1,200,000,000 a year. Mr. Lacey pays \$387 of it.



**Reliever** Edward Lewicki (above) was once a \$22-a-week molder in the Pexto factory. Laid off two months ago because of the Recession, he now gets \$15 a week working on WPA. Mr. Lacey's share of the \$1,760,000,000 relief bill for this year is \$567.



**Veteran** Harry Shea gets \$34 a month disability pay, plus \$44 as WPA water boy. Veterans' total: \$574,000,000. Lacey's share: \$185.



**Old people.** Robert Williams, 80, and his wife Jennie, 76, each get a \$30-per-month old age pension. The Federal Government pays half, the State half. This year the Gov-

ernment's Social Security expenditures are about \$90,000,000 more than its receipts. Mr. Lacey, who pays a \$30 Social Security tax on himself, also pays \$32 of the deficit.

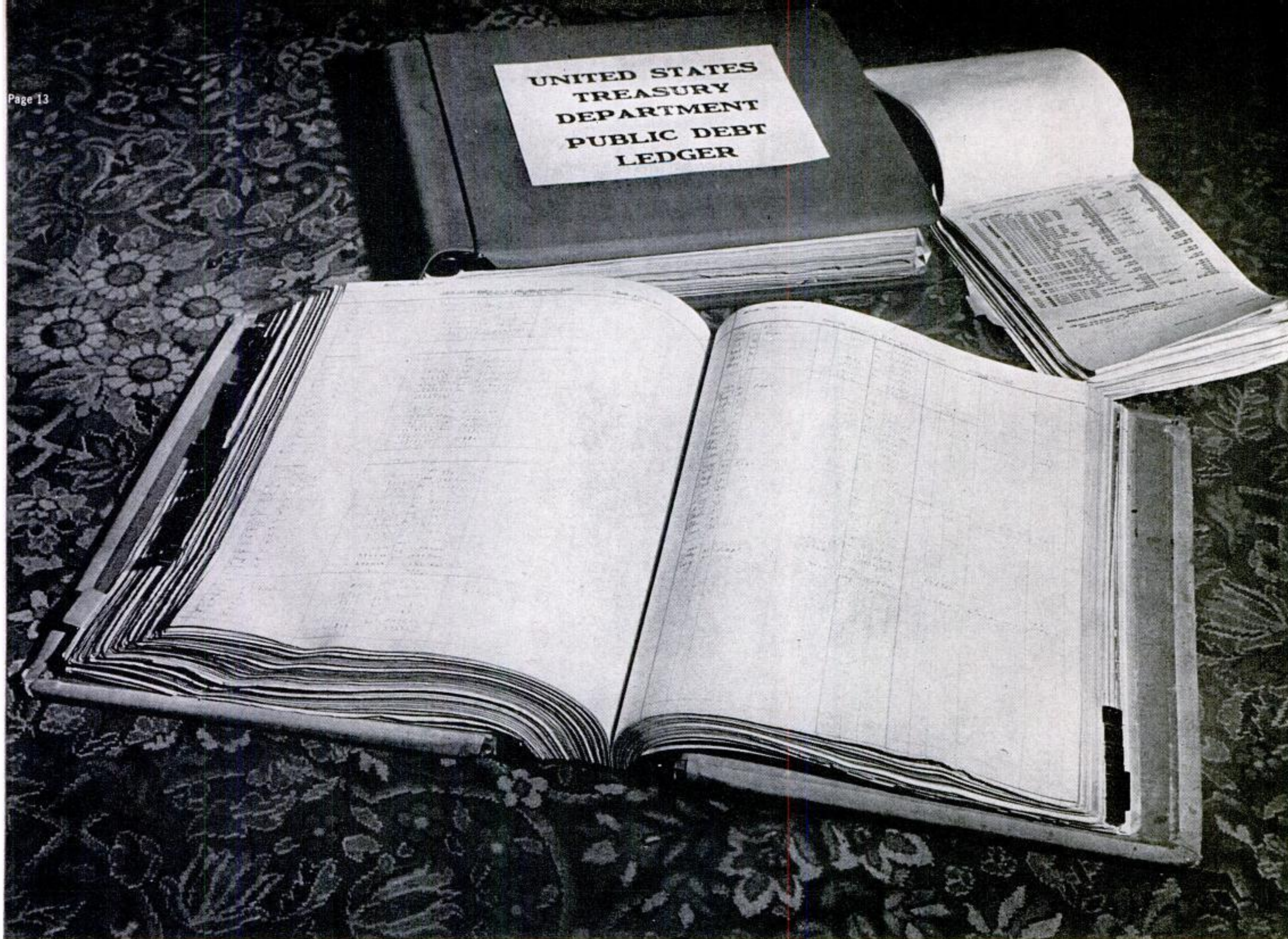


**Public works**, ranging from Grand Coulee Dam to New Britain's new sewage disposal plant (above) are costing the Government \$878,000,000 this year. Of this sum, Mr. Lacey pays \$283.



**Highways** are the biggest item in the public works program. Mr. Lacey pays \$90 of the \$280,000,000 total. President Roosevelt wants to halve this item. Pork-loving Congressmen object.





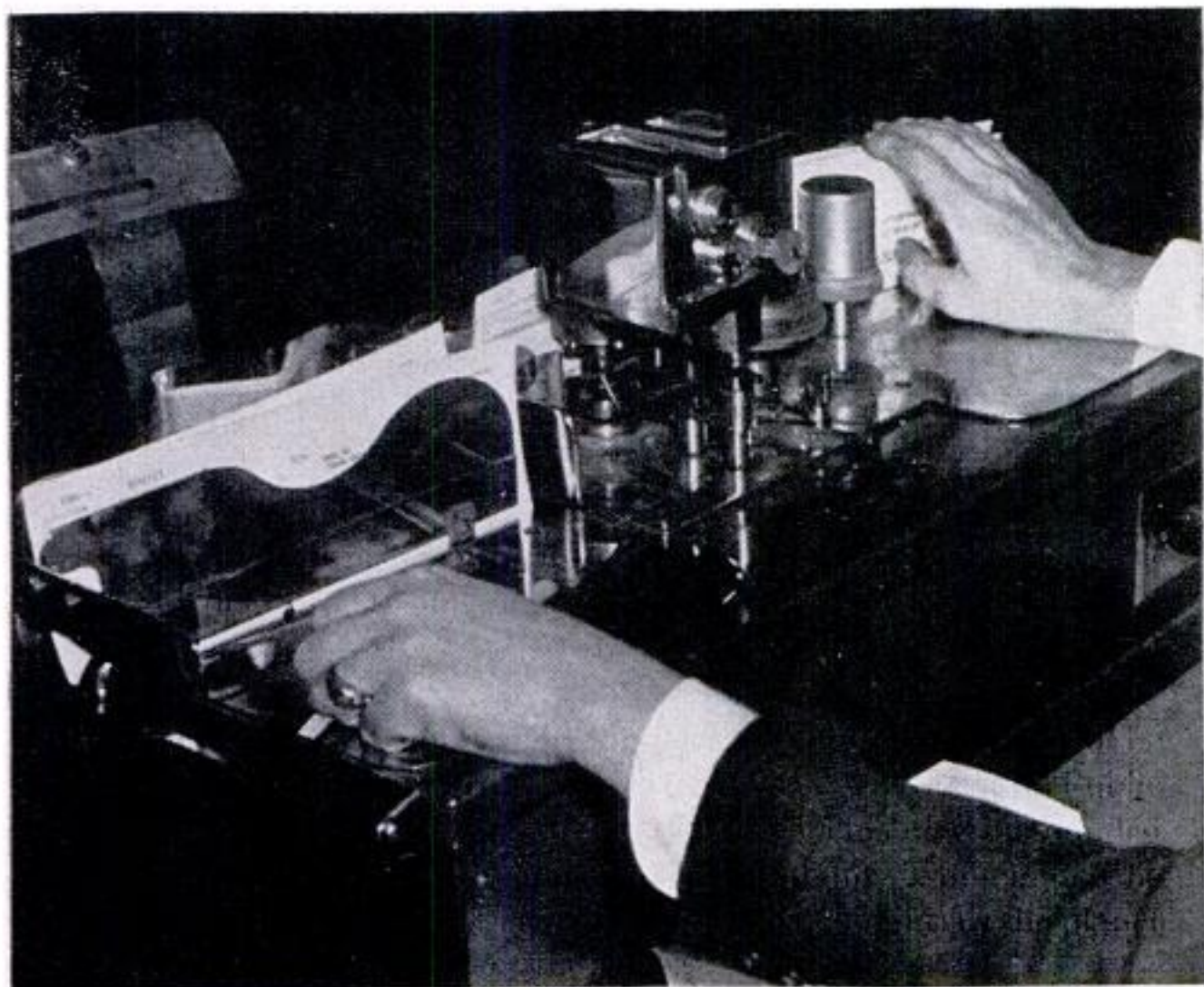
The \$37,000,000,000 Public Debt of the U. S. is recorded in longhand in these two old master ledgers in the Treasury. The one at top contains the record of Congressional appro-

priations. The one at bottom records Treasury borrowings. It is open at pages listing redemptions of a \$619,000,000 issue of 3½% Treasury notes of 1927. President Roose-

velt announced in his message that the Treasury will do no public borrowing in fiscal 1939. Instead it will borrow from itself, i.e. from Social Security and other trust funds.

## But a lot of it goes up the Chimney

As a sturdy patriot, Mr. Lacey is quite content with his \$308 share of the nation's near-\$1,000,000,000 bill for national defense this year. (Because of unsettled conditions, the President warned he might later ask more for national defense, as well as for relief.) He may be fairly indifferent to the \$142 he chips into the \$450,000,000 AAA pot for farmers. But the public debt is another matter. Under President Roosevelt it has increased \$15,064,000,000. Interest alone on it this year is nearly a billion dollars. Up the chimney for this purpose go 300 of Mr. Lacey's dollars.



Treasury's check-writing machine can and does sign away Mr. Lacey's entire \$2,400 tax payment in one-half second. Through this modern machine, which can sign from 6,000 to 7,000 checks an hour, flows an average of \$20,000,000 a day.

## HOW THE U. S. SPENDS YOUR \$100 IN TAXES

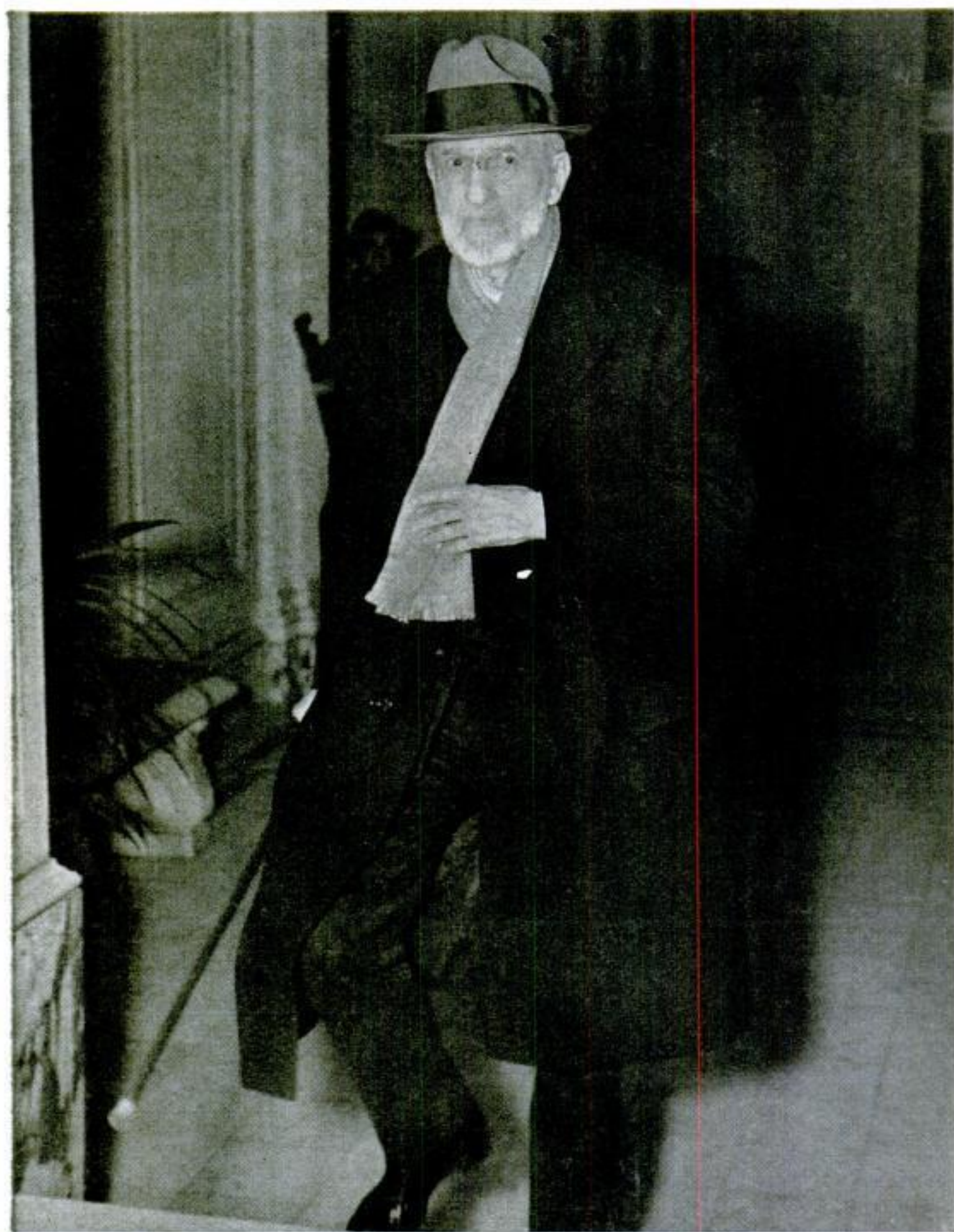
WORK RELIEF.....	\$17.82	PUBLIC BUILDINGS.....	1.00
NATIONAL DEFENSE.....	12.91	FLOOD CONTROL.....	.96
INTEREST ON PUBLIC DEBT..	12.51	RECLAMATION.....	.93
SOCIAL SECURITY.....	8.89	WAR DEPT. (NON-MILITARY)..	.63
VETERANS' PENSIONS.....	7.73	TVA.....	.62
AAA.....	5.97	DEPT. OF COMMERCE.....	.55
CCC.....	4.18	DEPT. OF JUSTICE.....	.53
PUBLIC HIGHWAYS.....	3.78	POST OFFICE DEPT.....	.39
GRANTS TO PUBLIC BODIES..	2.55	CONGRESS.....	.34
TREASURY DEPT.....	2.12	DEPT. OF LABOR.....	.33
INDEPENDENT OFFICES.....	2.03	COURTS.....	.24
DEPT. OF AGRICULTURE.....	2.02	DEPT. OF STATE.....	.23
DIRECT RELIEF.....	1.71	DISTRICT OF COLUMBIA.....	.06
DEPT. OF THE INTERIOR.....	1.65	WHITE HOUSE.....	6/10¢
RIVERS AND HARBORS.....	1.09	ODDS AND ENDS.....	5.47



## LIFE ON THE AMERICAN NEWSFRONT: ONE FAMED JURIST RETIRES AS ANOTHER WORKS AGAIN

In Washington on Jan. 5 Associate Justice George Sutherland called in the press to announce his retirement from the Supreme Court. Appointed by President Harding in 1922, he voted with the strict-constructionist wing of the bench, opposed 12 of 13 important Administration measures during 1936-1937. His resignation at 76 reduces the die-hard minority of the court to two.

Retirement, however, does not necessarily mean judicial inactivity. In New York, Associate Justice Willis Van Devanter, 79, who retired from the Supreme Court last June, began hearing a criminal case in a Federal District Court (*below*).



**Mr. Justice Sutherland**, who dislikes publicity almost as much as he dislikes the New Deal, was not pleased to find newshawks waiting at his home for a statement on his retirement.



**Brandishing his cane**, the Justice refused comment. While all Washington tried to pick his successor, the President accepted his resignation, invited him to dinner at White House.



**Mr. Justice Van Devanter** smiled for cameramen who met him at a New York Federal Court. Their ebullience shortly



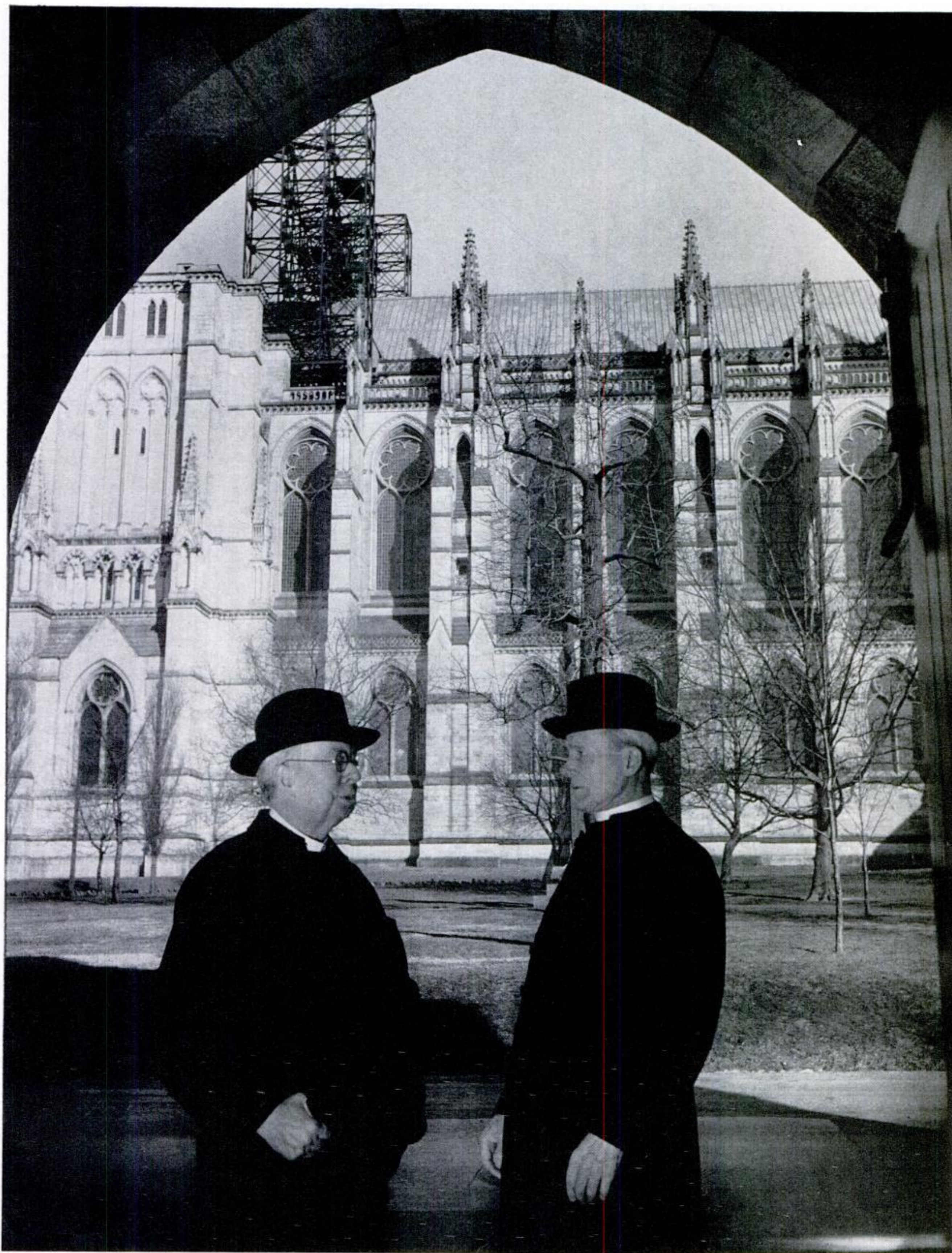
turned his affability (*left*) to impatience (*centre*), to wrath (*right*). On the bench he showed mastery of lower-court



proceedings, sternly checked noisy interpolations by the local prosecutor and famed Attorney Samuel S. Leibowitz.



## BISHOP LAUNCHES MILLION-DOLLAR DRIVE FOR WORLD'S LARGEST CATHEDRAL



**S**tanding in the archway are the Very Rev. Milo H. Gates and the Right Rev. William T. Manning, dean and bishop of New York's uncompleted Cathedral of St. John the Divine. Septuagenarians both, they have no dearer hope than to see the last granite block fitted into the soaring white edifice behind them, the last bright pane of glass set in place. For half a century it has risen slowly on Manhattan's skyline. Finished, it will be the greatest cathedral in the world.

Nearly \$12,000,000 has gone into the building fund from the pockets not only

of Episcopalians but also of civic-spirited New Yorkers of all faiths. On Jan. 2 Bishop Manning appealed for \$1,000,000 more to complete the Gothic sanctuary and choir by 1939, that World's Fair visitors might view the beauty of the full 500-foot sweep from western doors to high altar. Seeing in the Cathedral a symbol of good will among men of all creeds, he quoted a plea once uttered by the late Elihu Root: "Build this great and noble Cathedral . . . as a protest against brutality and hatred and wrong. . . . Build it for all our brother-men in the world."



# LIFE ON THE AMERICAN NEWSFRONT: 1938 COMES TO THOUSANDS IN TIMES SQUARE AND ...

In the bright crossroads of Times Square thousands of New Yorkers jammed hilariously elbow to elbow at midnight on Dec. 31, 1937. In this picture you are looking north from the tower of the Times Building, up Broadway (left) and Seventh Avenue (right). When 1938 arrived, the whole nation heard the roar of these revelers by radio. Ignoring the waning year's recession, merry-makers blithely paid huge prices for liquor and fun. On Jan 1, 1938, the nation's press agreed the celebration had been the most exciting, most expensive, since 1928.





## ...TO GLORIA VANDERBILT AT THE RITZ



**O**n New Year's Night, 14-year-old Gloria Vanderbilt stepped vividly into the corridors of 1938 at New York's Ritz-Carlton Hotel. No longer the gangling little girl for whose custody her mother Mrs. Reginald Vanderbilt and her aunt Mrs. Harry Payne Whitney fought a famous court battle three years ago, Gloria is now rapidly maturing into the sub-deb class. Here she is shown dancing in a white chiffon evening frock at a party for "juniors" at the Ritz. The same day her guardian officially reported that her estate was \$4,025,602.



## LIFE ON THE AMERICAN NEWSFRONT: "FRANCONIA—SAILING MIDNIGHT—WORLD CRUISE"

Every year about 1,200 Americans whose budgets can spare several thousand dollars and whose lives permit them to spend five months away from home, embark on luxurious cruises around the world. This year, partly because of the uncertain financial outlook, only 900 are venturing on such trips. Of these the first 279 sailed out of New York at 12:05 a.m. Jan. 6 aboard the Cunard-White Star Liner *Franconia*. In the course of 146 days they will visit South America, Africa, India, Siam, the Philippines, the East Indies, Australia, New Zealand and the Hawaiian Islands. Owing to the Sino-Japanese war no northern Oriental ports will be touched. On Tuesday, May 31, the *Franconia* will arrive back in New York. Minimum price for this world cruise: \$1,900; top price: \$7,000. On Jan. 8 and 9, the *Empress of Britain* and the *Reliance* sailed on similar cruises. On Jan. 21, the *Stella Polaris* will leave on the fourth and last of the year.



Up the escalator from street level to pier rolled countless pieces of baggage filled with the vast supplies of clothing and personal effects required by five months away from home.



The stewards, many of them amiable cockneys, will serve passengers solicitously in stateroom, dining salon and on deck. Each will expect \$25-\$100 in tips from each passenger.



At the dock were William Randolph Hearst Jr., Herbert Bayard Swope.



Flowers crowded her luggage out of glamorous Gloria Baker's stateroom.



Typical sailing party was that of Mrs. C. N. Lea on C-deck. As the cruise is solely for pleasure, no sad faces were seen.



Steward Leslie Wilson sounded many "all ashores" before all visitors left ship.



At 12:05 a.m. the gangplank was lifted, the ship backed away from a shore it would not touch again till May.



Hilariously through the confetti, passengers waved to friends ashore. Newshawks reported the *Franconia* sailed in "a backwash of champagne."



Left behind were George Vanderbilt and wife (centre). Sailing were his mother, and half-sister Gloria Baker.





**A man and a maid** unpack baggage of world-cruising Mr. and Mrs. Raymond Guest, restore order to their stateroom.



**Gloria Baker** paused to contemplate the surrounding melee of family, friends, admirers, telegrams, fruit and candy.



**"Ta-Ta"** is what Mrs. William Rhinelanders Stewart waves to departing friends. Husband is half-hidden by her arm.



**FROM THE NOISY GAIETY OF THE PIER THE WORLD-CRUISE SHIP "FRANCONIA" SLIPPED OUT ONTO THE DARK HUDSON, HEADED FOR SOUTH AMERICAN WATERS**



## LIFE ON THE AMERICAN NEWSFRONT: IDAHO'S ONION KING REPAYS A PRESIDENTIAL CALL



**Hubert C. Peckham** of Wilder, Idaho, won fame last fall by producing largest per acre onion crop on record anywhere in the U. S.



**President Roosevelt**, while motoring through the Northwest, heard of Onionman Peckham's huge crop, stopped at the farm to see for himself. Impressed, President and Mrs. Roosevelt invited the Peckhams to visit them sometime at the White House.



**In Washington** on Dec. 28 the Onion King, his wife and son responded to an official invitation, were entertained at a White House luncheon.

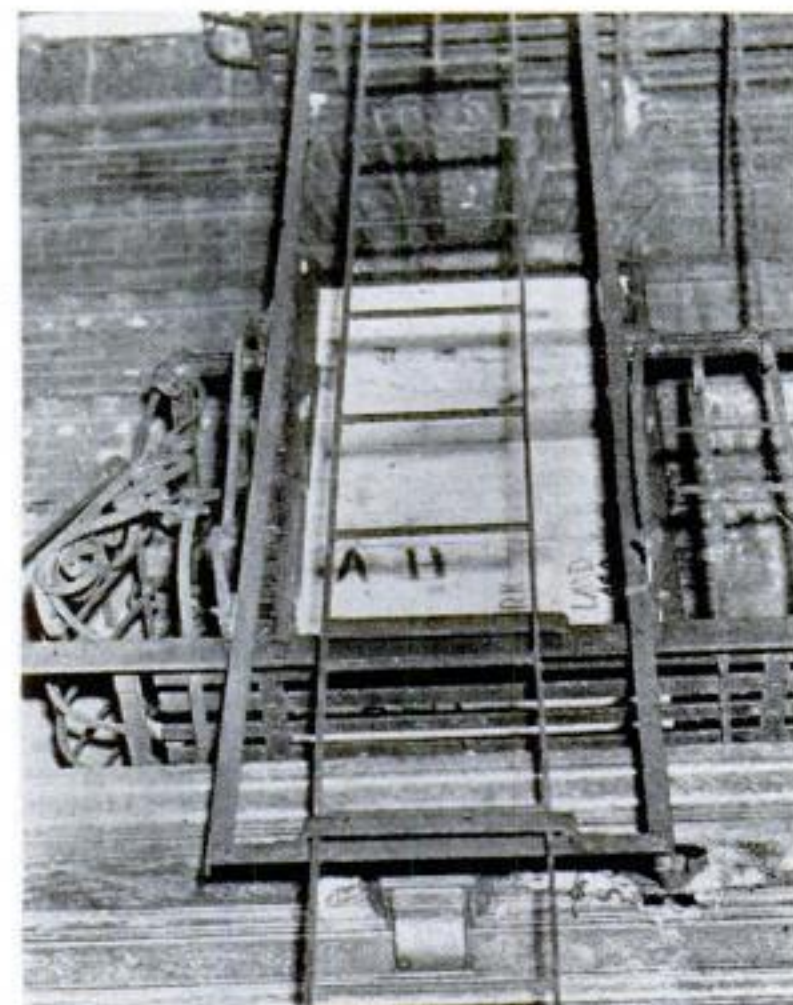
## LANDLORD'S NICKEL-A-DAY TENANTS GO ON RENT STRIKE FOR HEAT



**In New York's East Side** J. Berman shared a condemned tenement with two other aged derelicts, whom he charged 5¢ a day rent.

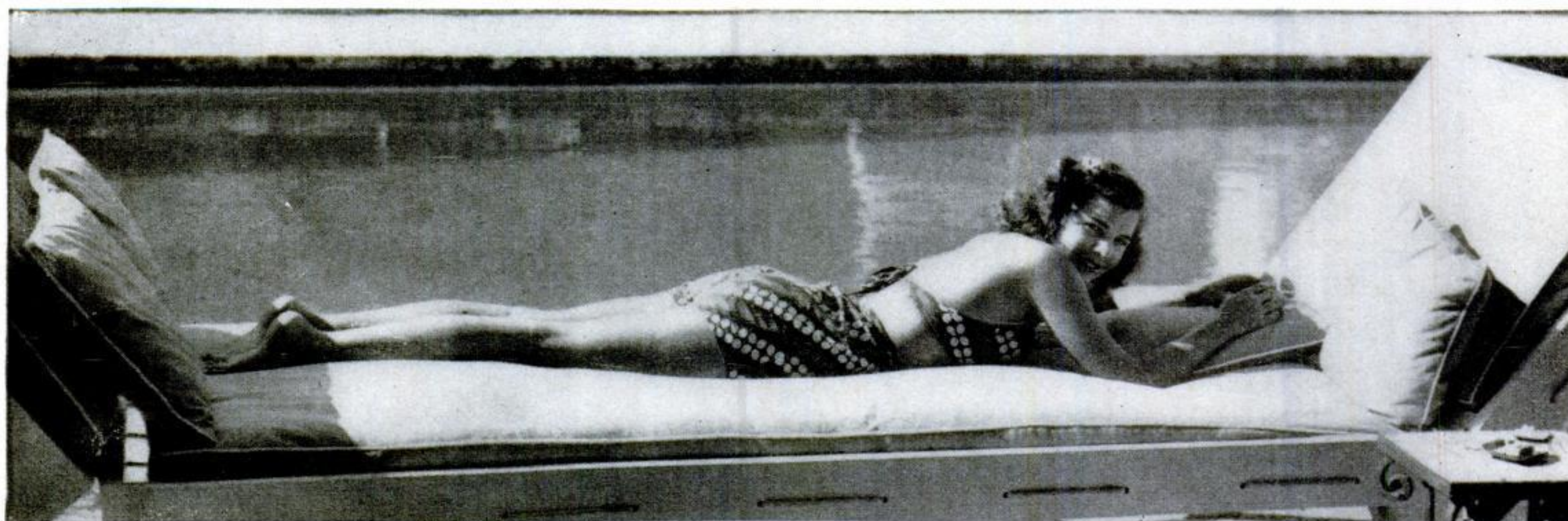


**Utter squalor** was all Berman, a former barber, could offer tenants. For their money he provided two candles a day, scrapwood for the stove. On Dec. 29 a foot ailment ended his scavenging trips for fuel. His tenants promptly declared a rent strike.



**Boarded windows** made candles a constant necessity. Berman's tenants promised to furnish candles and firewood henceforth in lieu of rent.

## MRS. GEORGE VANDERBILT OPENS FLORIDA SOCIAL SEASON ON A DIVAN



**In Palm Beach** on Jan. 2 shapely Mrs. George Vanderbilt sunned herself on a familiar divan by a familiar swimming pool. Press photographers snapped a familiar picture and

when it appeared in the society sections of the nation's newspapers the whole country knew that the winter season had officially opened in Florida. A few days later

Mrs. Vanderbilt and her 23-year-old husband visited their Georgetown, S. C., plantation on their way north to see their kin off on the *Franconia's* world cruise (see page 18).



## LIFE ON THE AMERICAN NEWSFRONT: GENERAL MOTORS' KNUDSEN CAN'T HELP THE SENATE



"Wholly unexpected and entirely beyond our control," said General Motors' level-headed President William S. Knudsen (*above*) of the drop in car sales when he testified before the Senate Committee on Unemployment Relief (*below*) on Jan. 6. These words sum up the inability of Government, Industry or Labor to stop the vortex-like movement of depressions. General Motors in December suffered a 50% decline in sales, laid off 30,000 em-

ployes, put 205,000 on a three-day week. Honest President Knudsen admitted the main thing to do was to "restore confidence" and that nothing could be more helpful than to re-employ the 30,000 men. "But what are we going to give them to do?" he asked. Despite the present bad situation he felt confident that the recession would end in the spring, and that the motor industry would be the first to be affected by improved business conditions.



SENATE COMMITTEE: (FRONT, L. TO R.) NEW MEXICO'S HATCH, SOUTH CAROLINA'S BYRNES, MASSACHUSETTS' LODGE, MONTANA'S MURRAY



## LIFE ON THE AMERICAN NEWSFRONT: FIRE RAZES NEW INGALLS HOME IN CLEVELAND

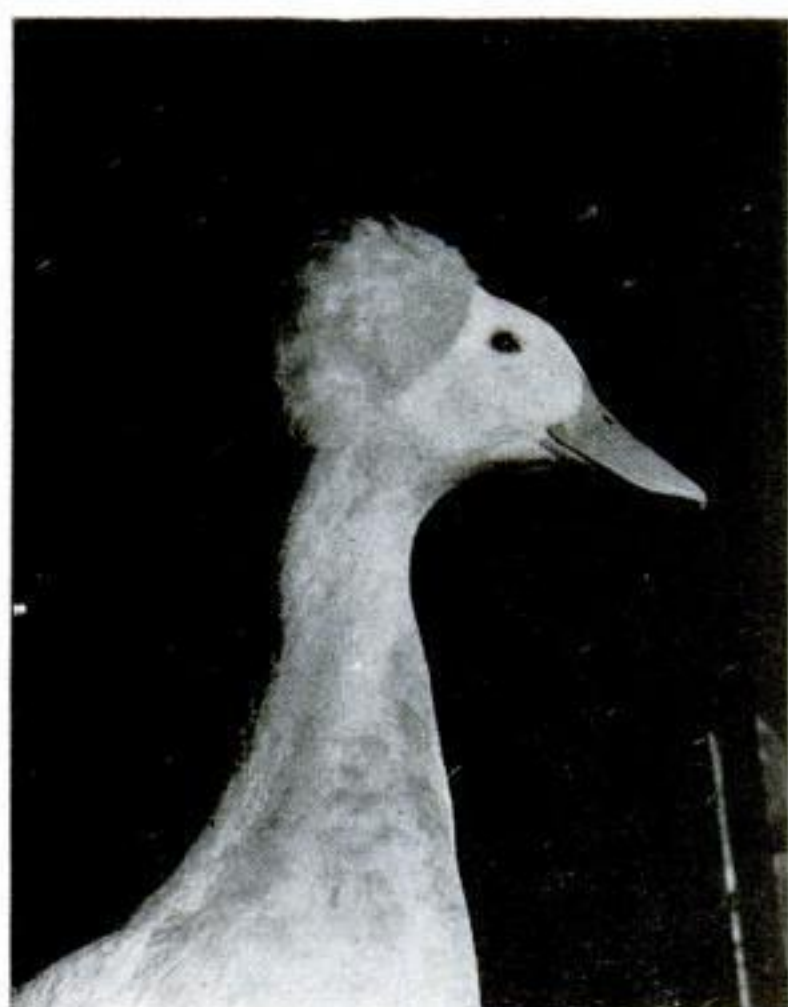


**Nearly completed** was the 20-room English manor house of David S. Ingalls, onetime Assistant Secretary of the Navy, on the outskirts of Cleveland. Into its handsome architec-

ture had gone more than \$175,000 from the 39-year-old lawyer's private fortune. At midnight on Jan. 2 a blaze of undetermined origin broke out on the third floor of the west

wing. Before firemen, handicapped by an inadequate water supply, could get the flames under control, the house was virtually demolished. Damage was estimated at \$100,000.

## NATION'S BREEDERS EXHIBIT PRIZE POULTRY AT NEW YORK SHOW



**This White Crested Duck** from Morris Stoudt's Mordele Farm, Riegelsville, Pa., took first prize in its class. It became known as "Donald Duck."



**This perfect duck** is known to experts as a Ruddy Shell Duck Old Drake. It was exhibited by William K. Dick of the Allen Winden Farm at Islip, L. I., and took a first prize in its class. Mr. Dick's ducks have long been admired by breeders.



**This Toulouse Goose** was shown by Jasper Burr of Fairfield, Conn. Burr's personal pet, it answers to the name of Fanny, honks when spoken to.

## RUSSIAN ORTHODOX WORSHIPERS BUILD THEMSELVES A HANDSOME NEW CHURCH



**In Seattle** members of St. Nicholas Russian Orthodox Church, desiring a new building but short of funds, decided to go to work with their own hands.



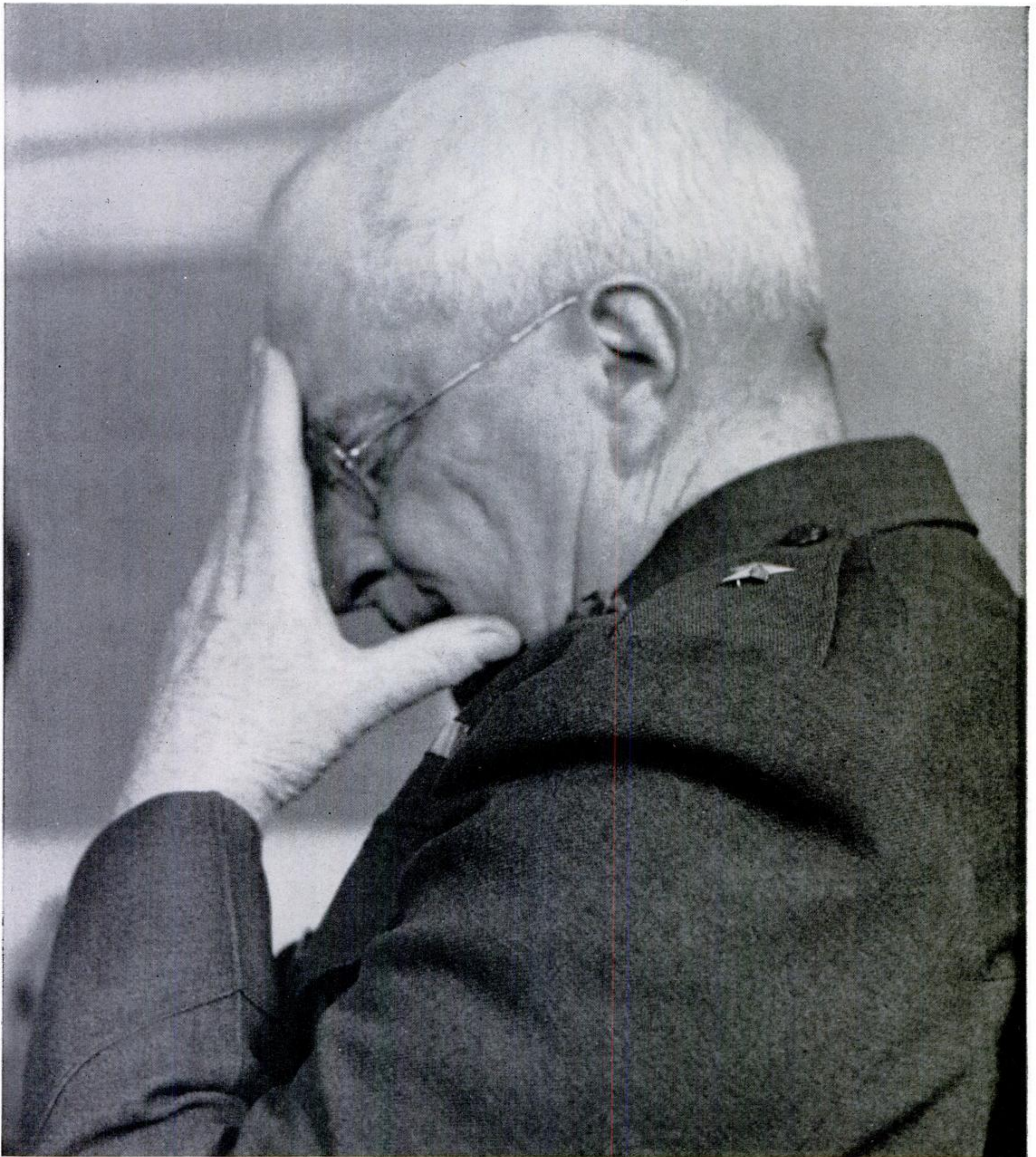
**Splendidly domed**, the church grew from voluntary labors of the congregation. Many toiled as ordinary workmen, others aided as decorators. At year's end, just twelve months after first excavations, the new church opened its doors.



**Rev. Michael Danilchik** proudly presides over his handsome new altar. Delegations came from as far north as Vancouver to attend the dedication.



## MENTAL BREAKDOWN ENDS COURT-MARTIAL ORDEAL OF MARINE CORPS GENERAL



The ancestors of Brig. Gen. Harold C. Reisinger of the U. S. Marine Corps served their flag in the Revolutionary War, the Civil War, the War of 1812. Since 1900 their descendant has seen service in the Philippine Insurrection, the World War, various Central American expeditions. Ten years ago he won commendation for "zeal and good judgment." Last year at the age of 59 he was elevated to the important post of corps paymaster with the rank of brigadier general.

Thirty-eight years of service terminated unhappily for Gen. Reisinger on Jan. 4. Hailed before a court-martial at Quantico, Va., he was required to answer months-old charges that he had padded his expense account by \$77.35, "induced" two

men to lend him money, absented himself two days without leave. Observers expressed wonder that the General, highest ranking Marine ever to face court-martial, was being publicly humiliated for offenses regarded by some as "picayunish." Testimony indicated that an unsavory morass of intra-corps politics might lie behind the proceedings. On the second day the court was stunned by announcement that Reisinger, broken in health and spirit (*above*), felt himself mentally incompetent to continue. To clamoring newshawks he murmured: "I'm sorry to disappoint you but I just can't stand any more." Few hours later Secretary of the Navy Swanson ordered him to the Naval Hospital for observation.





MOST POIGNANT MOMENT IN *GOLDEN BOY* IS PLAYED ON A PARK BENCH AS LUTHER ADLER AND FRANCES FARMER BEGIN THEIR UNHAPPY ROMANCE

## ODETS RETURNS FROM HOLLYWOOD TO WRITE HIS BEST PLAY

A left-wing audience crowded into an old theatre near New York's left-wing Union Square one night in 1935 to see the Group Theatre do experiments. The audience was only mildly interested. Then suddenly it began to sit up. On a bare stage, in bare pools of light, a little play was being acted. It dealt with taxi drivers on strike. Its scenes flashed with electric intensity from a meeting hall to a home, to a hospital, to an office, back to the hall again. Its climax brought everybody to his feet cheering. *Waiting for Lefty* at once became a U. S. theatre classic and Clifford Odets America's most promising playwright.

*Awake and Sing*, produced the same winter, vindicated this judgment. Clifford Odets became a name to conjure with. The public learned that the new writer was the son of a Philadelphia sales manager, had spent

his boyhood in The Bronx, had been for ten years a mediocre actor. With Eugene O'Neill silent, would he be America's second dramatic genius?

His next play, *Paradise Lost*, faltered. Then Clifford Odets went to Hollywood for \$2,500 a week, wrote *The General Died at Dawn*, married beautiful Movie Star Luise Rainer. Some people felt that he had sold out to the movies, that another white hope of the theatre had been lost.

But last Nov. 4 Clifford Odets returned to New York with *Golden Boy*. Again it was acted by the earnest Group Theatre. Again an audience sat tense at his quick-moving scenes. Again they heard his pungent dialog. For Hollywood, contrary to prediction, had not broken Clifford Odets. It had matured his art, disciplined his style, taught him to tell a story, helped him to become indisputably as good as the best the U. S. theatre has to offer.

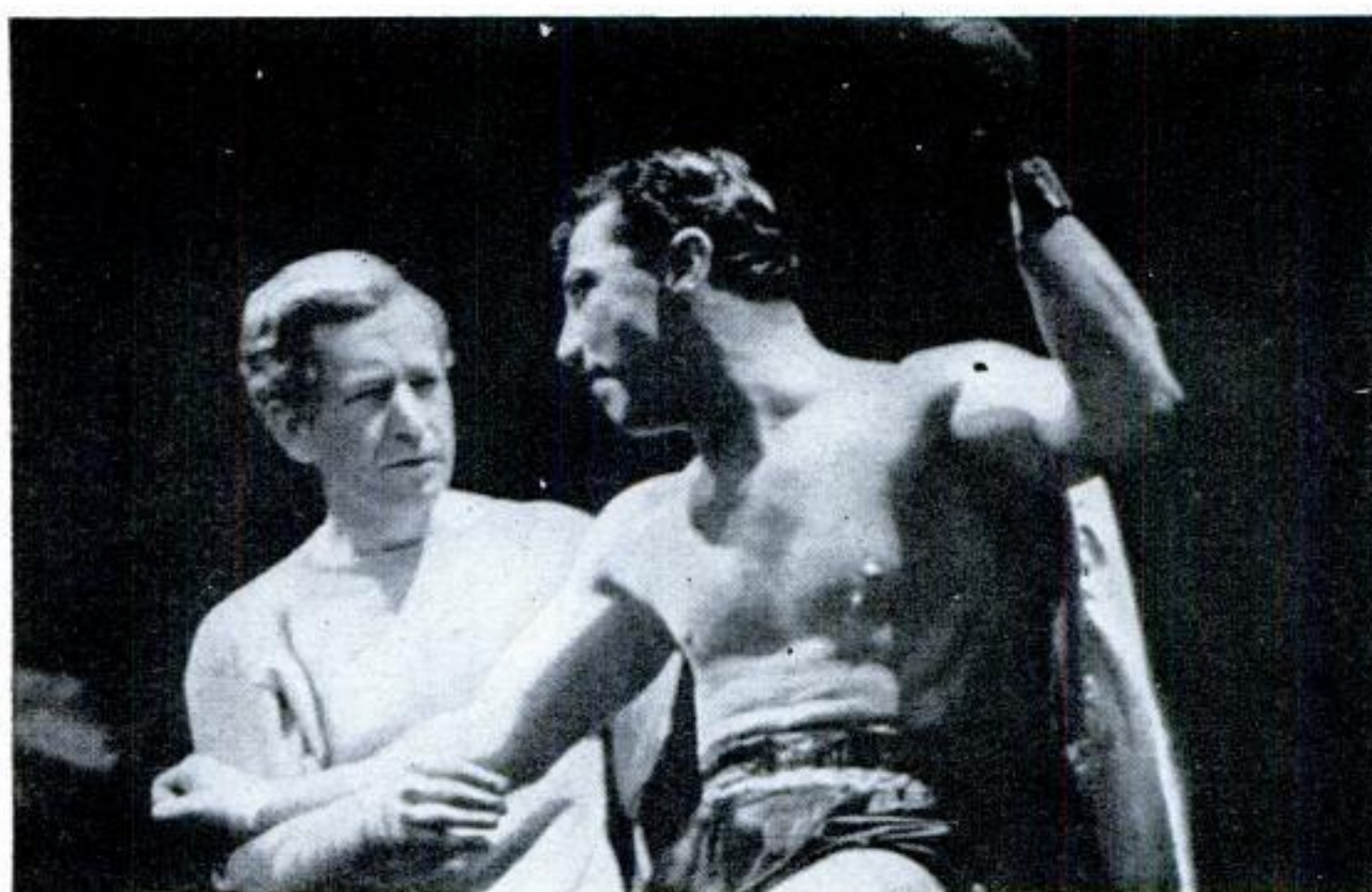


Into the fight manager's office walks brash young Joe Bonaparte (Luther Adler, right) to beg for a chance to fight that night. The manager's pretty girl (Frances Farmer) helps him.



At Joe's home his Italian father (Morris Carnovsky) gives him a \$1,200 violin in the hope that he will forsake fighting for music. But Joe, in love with the girl, hungers for fame and money.





**After his first big fight** victorious Joe Bonaparte tells his trainer (Art Smith) that his left hand is broken. "Hallelujah," he cries bitterly, "it's the beginning of the world!"



**The fight racket** begins to close in on Joe, now a championship contender, when Gangster Eddie Fuseli (Elia Kazan) buys an interest in him, lays bets of \$18,000 on his victory.



**Victory and defeat** come hand in hand to tortured Joe Bonaparte when, in the last act of *Golden Boy*, he knocks out the champ with a punch in which he has packed "the fury

of a lifetime." When he learns that he has killed his opponent, he is shaken with horror. The girl urges him to give up prizefighting, go back to his music. "But my hands are

ruined. I'll never play again!" sobs Joe. Together they go out to "Burn up the night" with speed, to crash to their deaths at Babylon, L. I., in Joe's second-hand Duesenberg.



# FRANCES FARMER: A SEATTLE GIRL REACHES BROADWAY VIA HOLLYWOOD



**1** At 8 months (1914), Frances Farmer was the plump daughter of a Seattle lawyer.



**2** At 7, Frances (second from right) went on camping trips in canyons around Hollywood with her mother, brother and sisters. She also acted in pictures on the old Mayer lot near her home.

When Frances Farmer was a young tomboy in a Seattle high school, she once lost a debate because the judges thought she was too dramatic. So Frances decided to be an actress. She set about learning to act with all the energy her dynamic, logical and earnest personality could muster. Beautiful looks gave her leads in college productions where she learned something. A newspaper popularity contest took her to Moscow where she learned more. A screen test took her to Hollywood where her photogenic face with its fine forehead and high cheekbones promptly converted her into a fledgling star (LIFE, Aug. 2). But after seven pictures (including *Come and Get It*, *The Toast of New York*), Frances Farmer felt that there was more to be learned about acting than Hollywood could teach her. This feeling took her to a summer theatre, then to Broadway in Clifford Odets' *Golden Boy* (see p. 24). Autograph fans now line up nightly outside her stage door in the belief that, when she returns to Hollywood, she will become one of moviedom's brighter stars.



**3** At 13, Tomboy Frances (left) was once more living in Seattle where her mother still has a home. In high school, she was especially keen about debating.



**4** At 17, she was finishing high school, spent happy summer days on the Minette beach with her father, Ernest Melvin Farmer. She had just put her hair up.



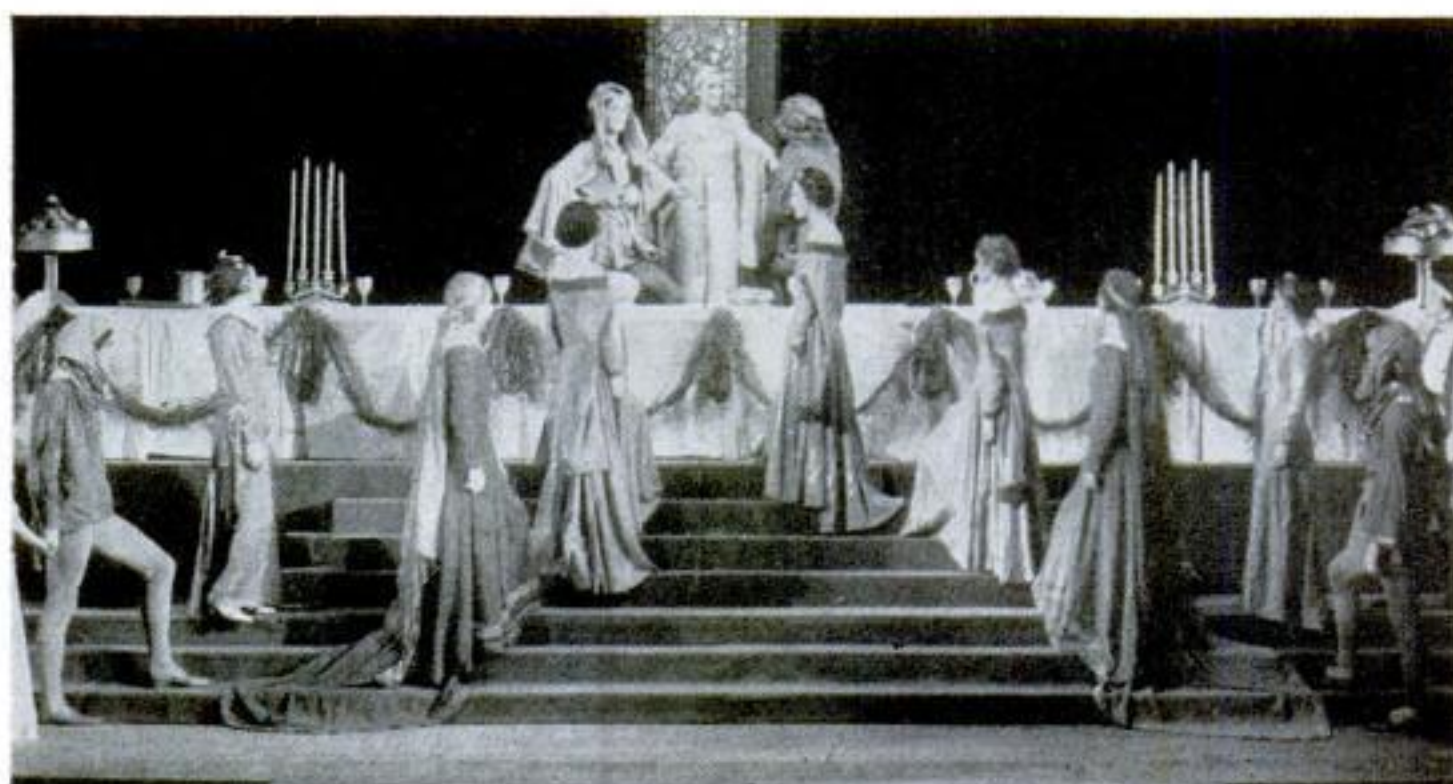
**5** In her last year in high school she used this silhouette photograph for a Christmas card.



**6** At 18, she often went hunting in the Olympic Mountains with her father.



**7** In college she was drafted as leading woman for University of Washington's production of Chekhov's *Uncle Vanya*.



**8** At 19, she played the courtesan (centre) in *Everyman*, another University production. She says that she was "not prepared" to play *Uncle Vanya*, was given leading parts only because of her looks. A conscientious worker, Frances studied hard at acting.



**9** Her big college dramatic hit was scored in the lead of Sidney Howard's *Alien Corn* during her last year at Washington.



**10** Her husband, tall, handsome Leif Erikson (right), whom she married in Hollywood, is also a screen actor. Seated with them at a New York night club are friends.

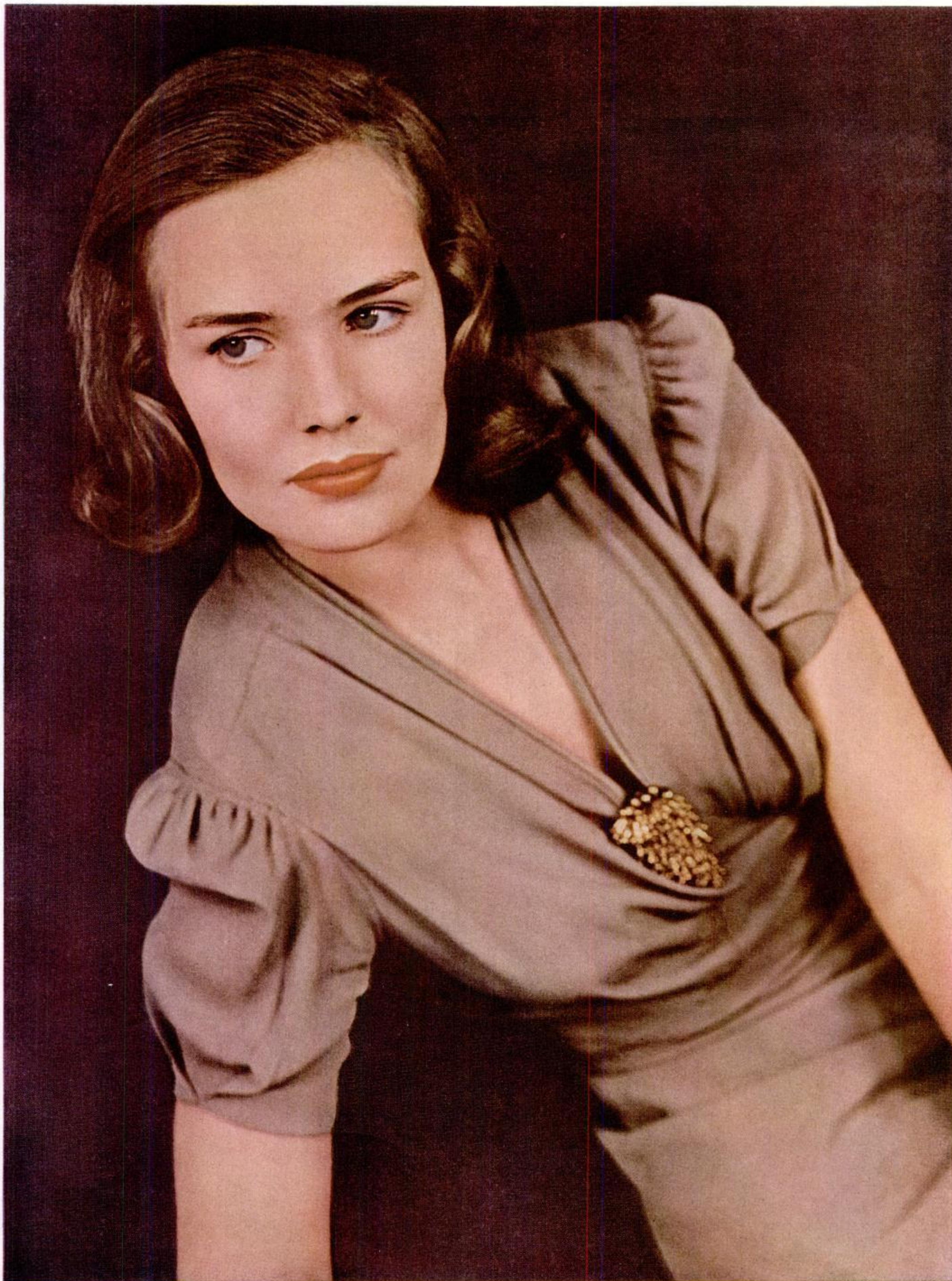


**11** A fast-rising movie star at 23, Frances Farmer played in *The Toast of New York* (LIFE, Aug. 2). Here she acts Josie Mansfield acting *The Twelve Temptations*.



**12** In summer theatre at Westport, N. Y. (LIFE, Aug. 23) she played stock to learn still more about acting. The Group Theatre liked her, offered the lead in *Golden Boy*.



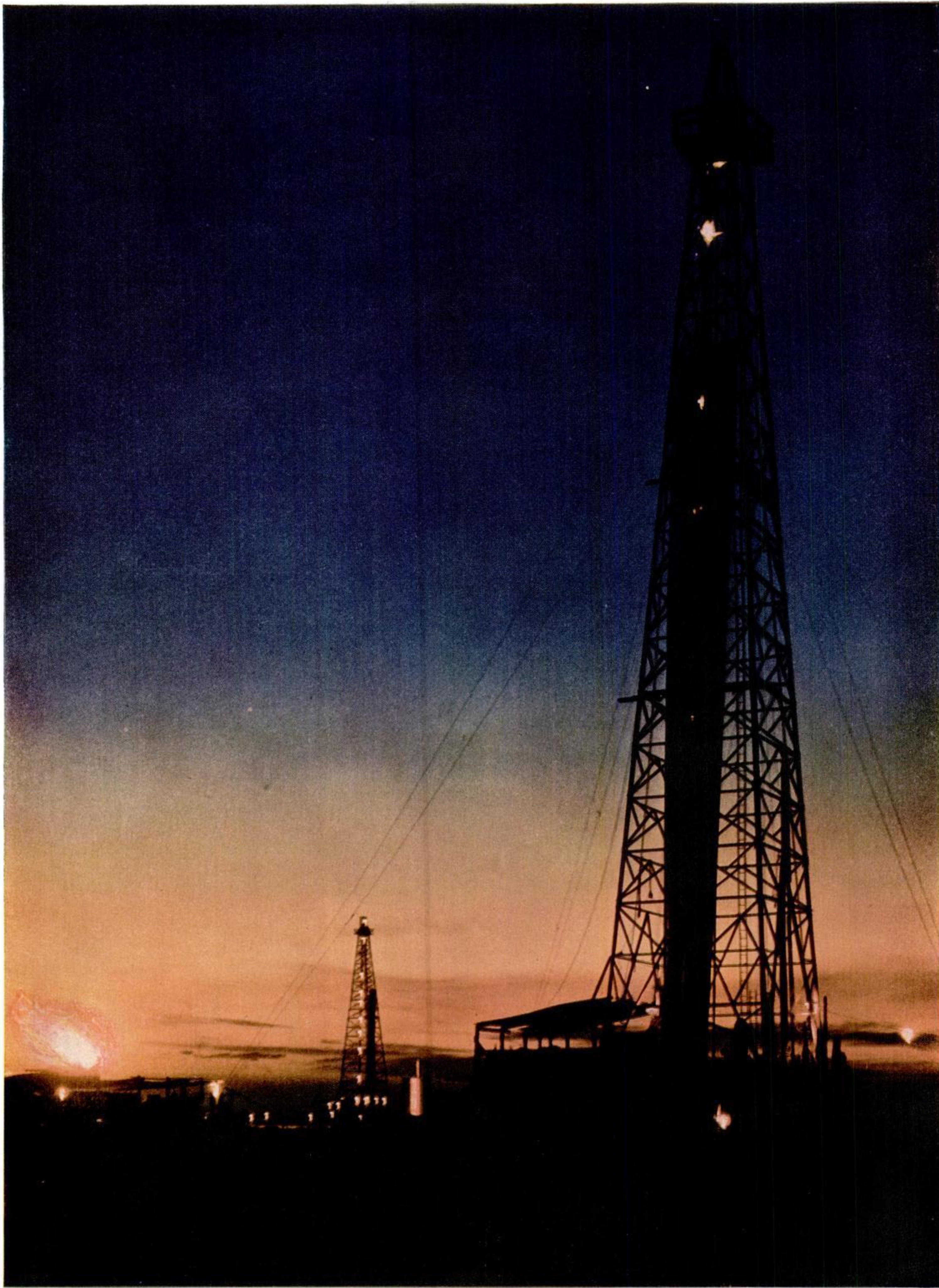


## THE GIRL IN "GOLDEN BOY"

After a summer in stock at Westchester, N. Y. (LIFE, Aug. 23), Hollywood's Frances Farmer is now making her first appearance on Broadway in Clifford Odets' *Golden Boy*. In it she is the tough young "tramp from Newark" kept by a

fight promoter. Her big scene is on a park bench when she is sent to make a violin-playing prize fighter forget his fear of a broken hand. Miss Farmer's honest acting in No. 8 of Broadway's ten big hits enhances her Paramount contract.





TWO OIL WELLS AT HASTINGS, TEX., STAND OUT AGAINST THE SUNSET SKY. GROUND FLARES ARE PRODUCED BY BURNING OF NATURAL GAS



# OIL: A BUSINESS IN THE BILLIONS

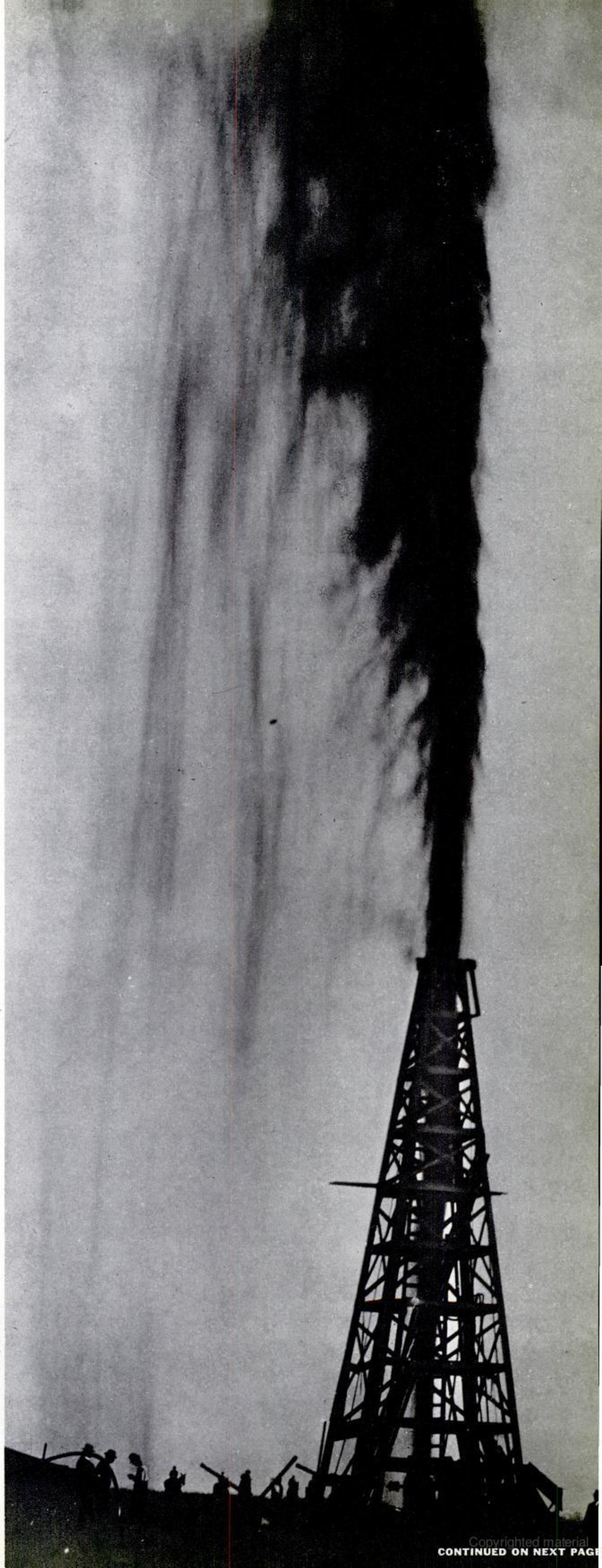
1937 was its record year

**O**il has wrought more changes in the lives of American citizens than any other commodity. As a lubricant, it has made possible the era of machinery. In the form of fuel for automobiles and airplanes, it has shrunk the borders of the nation from weeks to hours. Forty years ago the industry was a gold mine for a few hardy adventurers. Today it is one of the three biggest U. S. industries. All its reckonings are in billions. In 1937 it produced a billion and a quarter barrels of petroleum—an all-time record. Its customers paid a billion dollars in taxes alone for its products. Its assets in land, machinery, pipe lines, tank cars, refineries and ships are figured at 14 billion dollars. Today every house, every manufacturing company uses at least one of the hundreds of commodities extracted from petroleum. A sudden halt in oil production would immediately cripple modern civilization.

Before the turn of the century Pennsylvania was the only State where producing oil amounted to a real business. Texas took away this monopoly on the chilly morning of Jan. 10, 1901, when a wildcat test at Spindletop (right) exploded with a roar which could be heard in Port Arthur, ten miles away. Out of a hole only 600 ft. deep gushed a solid column of oil that rose 200 ft. in the air and mushroomed out into a gigantic, greasy umbrella. The black gold roared on unchecked for ten days before it could be capped. Today, the Spindletop field in East Texas is still producing from deeper levels. Port Arthur, then a small grain and lumber port, is now one of the great oil centres of America.



**Texas roughneck** is a brawny, able fellow who earns \$6 to \$7 for a day's work. The usual oil-well crew is composed of four "roughnecks" and a driller who directs operations.





(continued)



**Rock bit** is used for rotary drilling into hard formations. The hard teeth break up rock; its debris is forced upwards.

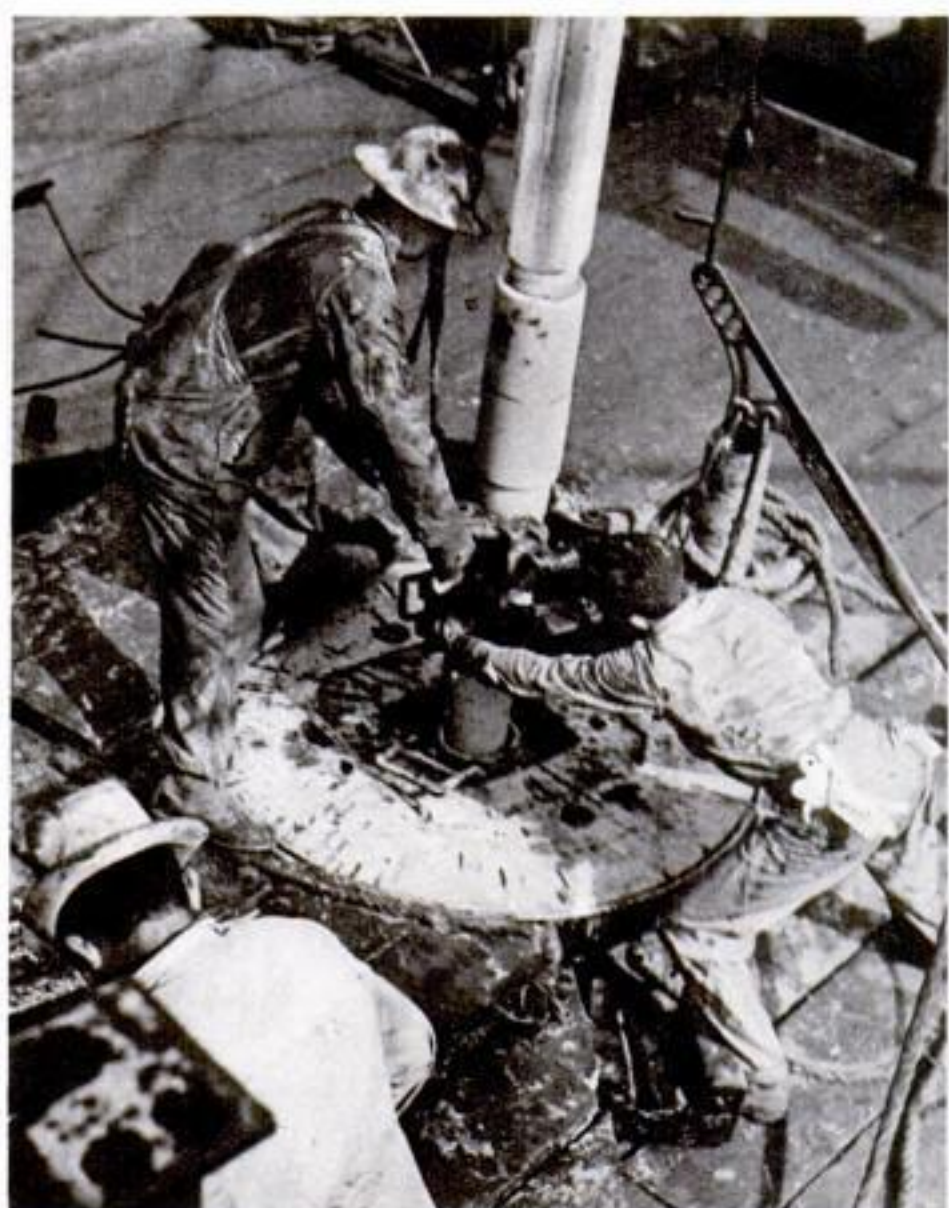


**Drill pipes** are screwed together, turn the bit. They are raised or lowered into the well from the top of the derrick.

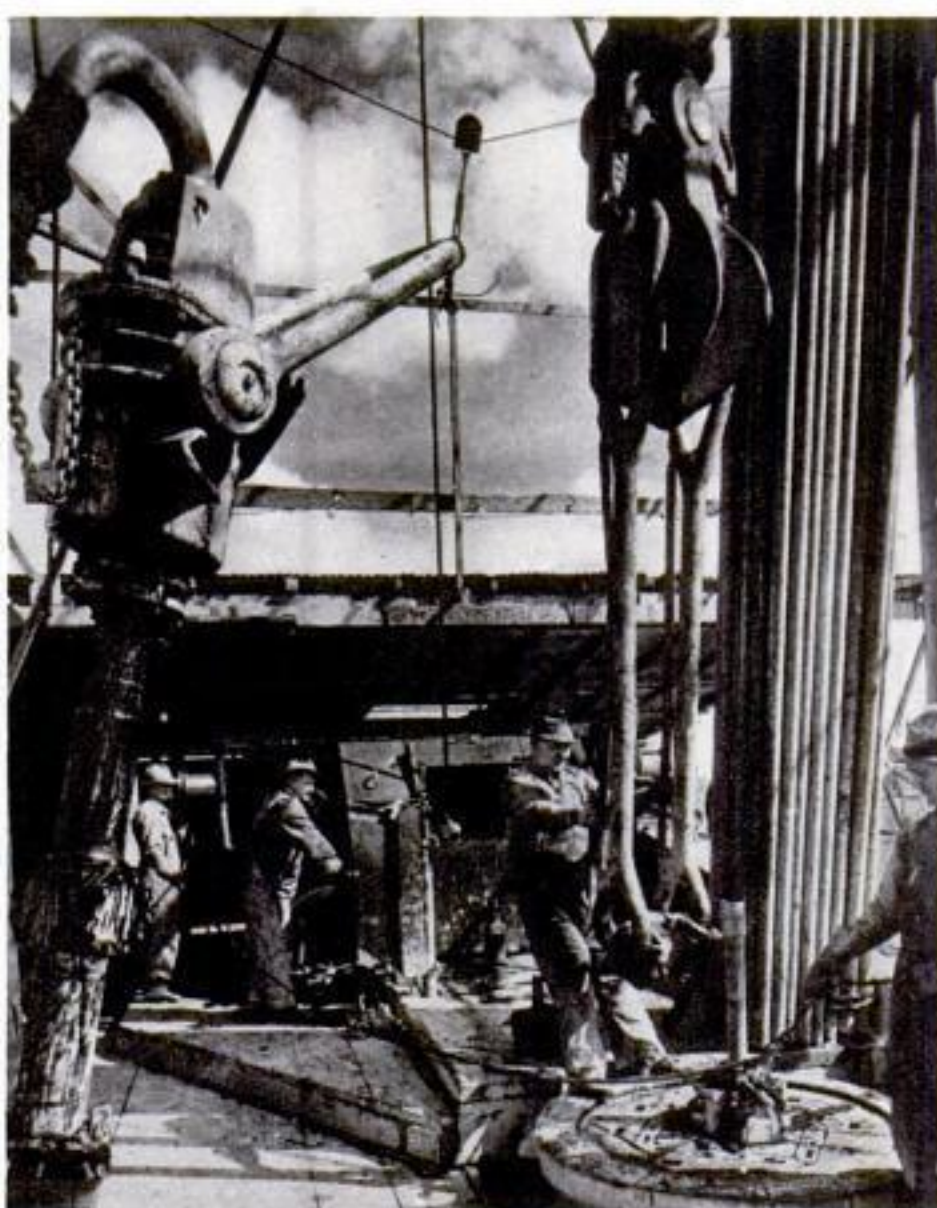
## Drilling brings oil or fires

**O**il is formed and found in shale, porous sandstone and limestone. Because it is lighter than water, it rises through these materials until it reaches impervious rock. Rock like this forms traps often covering up oil reservoirs. Geologists can locate likely structures but only the drill can determine the presence of oil. More than 20,000 wells are drilled every year in the U. S. at a cost of \$500,000,000. One out of every five is a "dry hole."

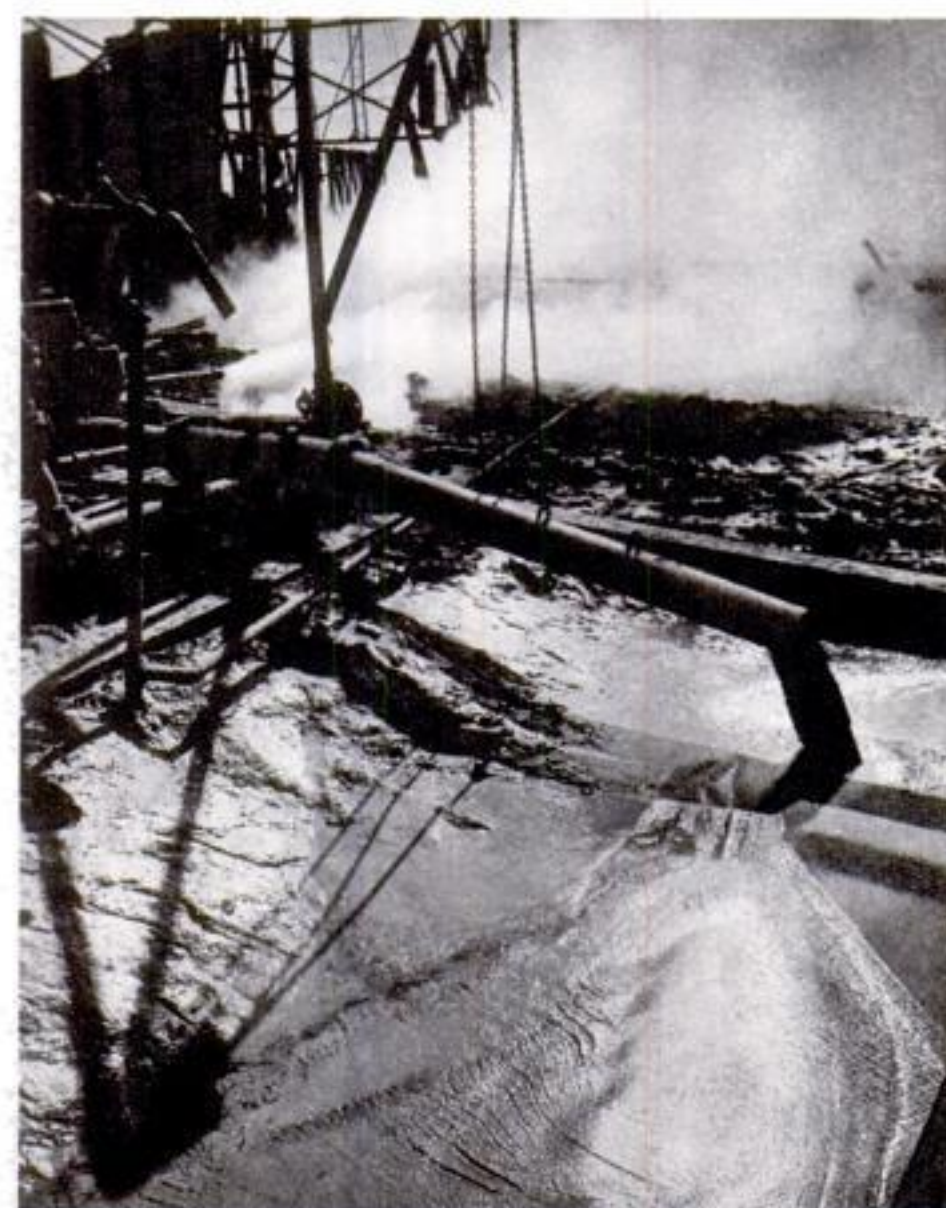
The modern rotary drill shown here can pierce the earth to a depth of 12,000 ft., "bring in" oil under complete control. By forcing mud down the drill hole, the tremendous pressure in the well can be held back and the flow can be capped as soon as oil is found. Unchecked gas pressure causes a blow-out and is often followed by a fire like the one on the opposite page. This towering inferno in a California field lately spewed rocks and sand for 24 hours before igniting. Then it resulted in a \$100,000 loss.



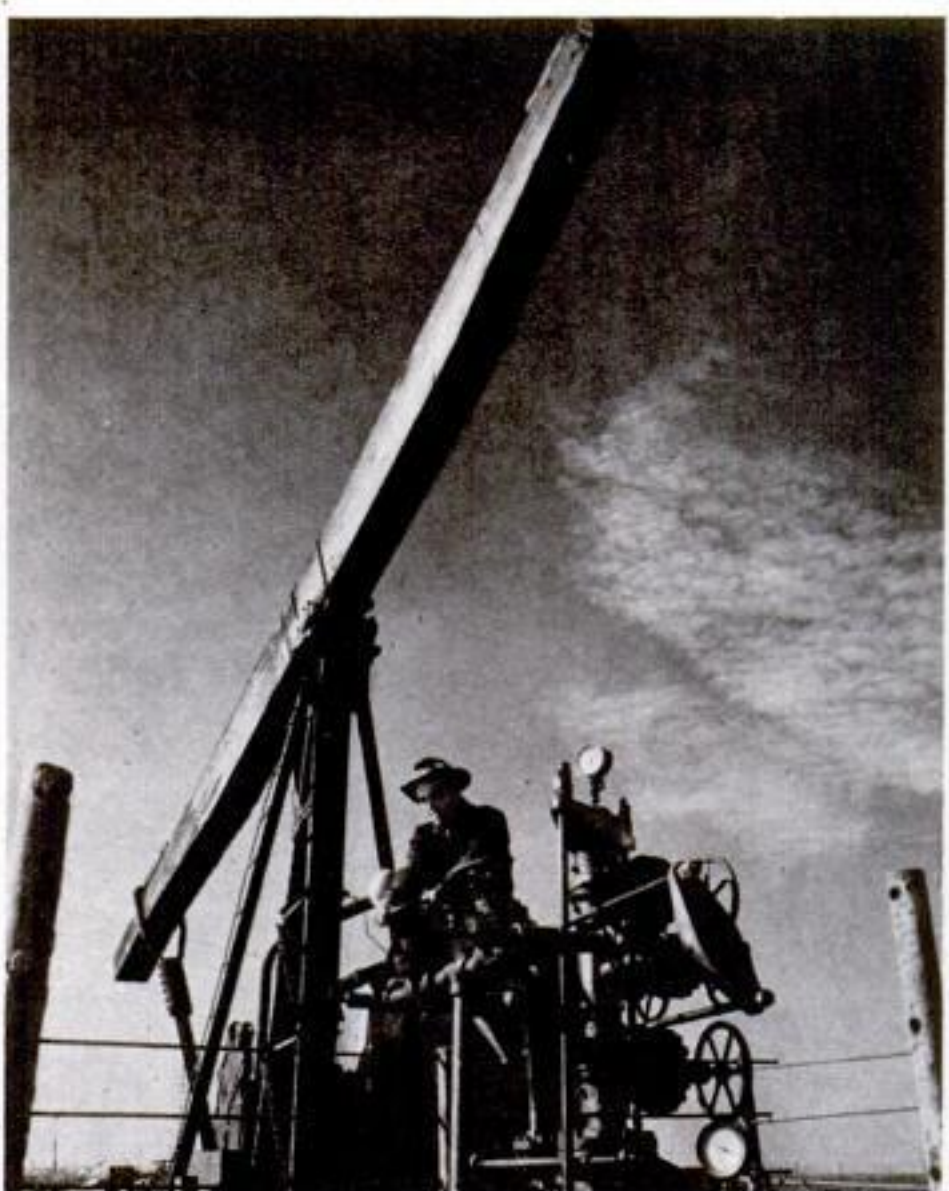
**Rotary table** operated by powerful engines turns the long drill stem and whirls the bit through the rock and sand.



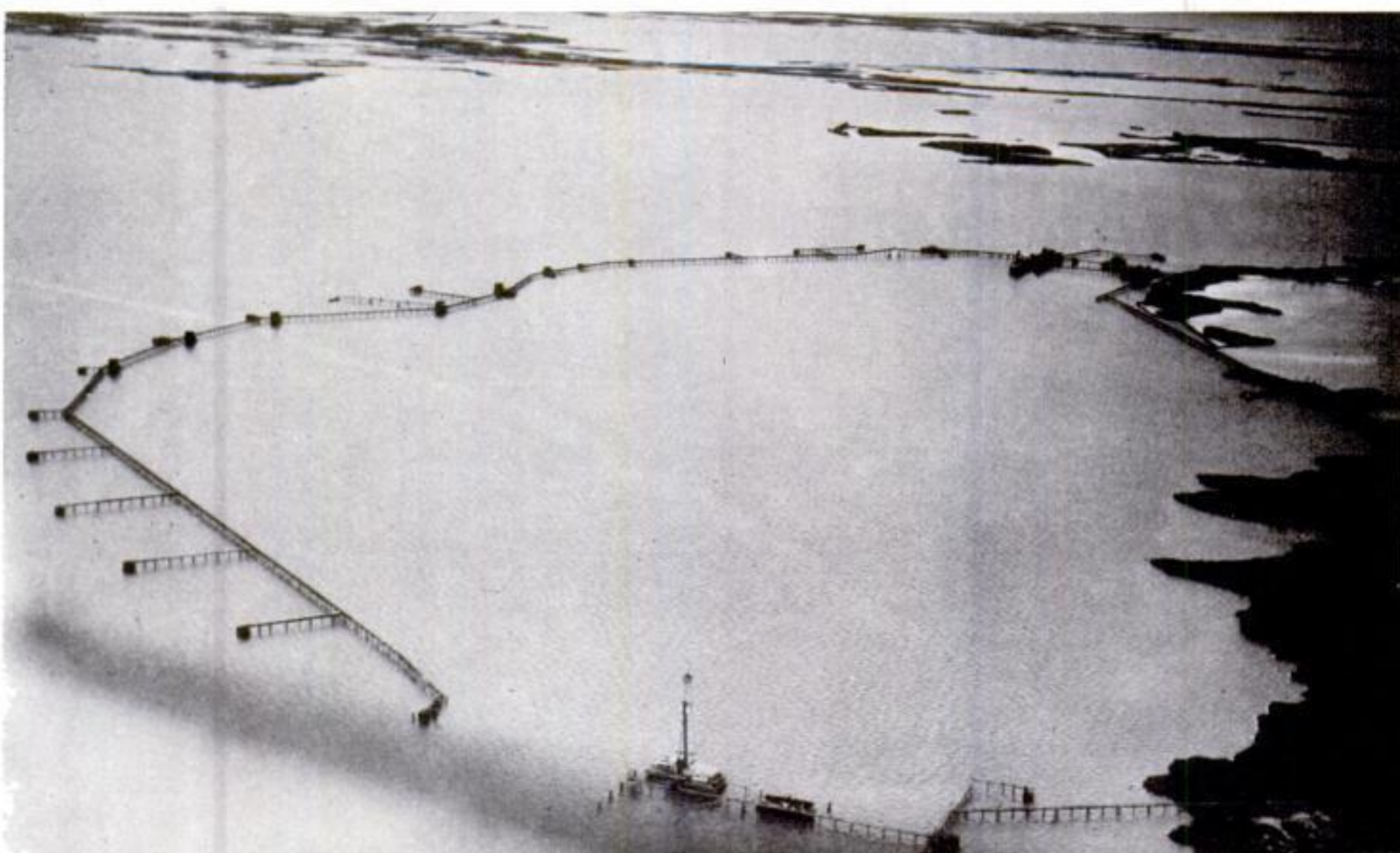
The pulley and block will pick up a standing drill pipe, attach it to the one protruding through the rotary table.



**Mud** from this pit is pumped into well to clean out rock debris and hold back gas pressure in the oil pocket.



"Christmas tree," on which a worker is seated, controls oil flow. Crossbeam pumps out oil when natural flow has ceased.



**Oil under the ocean** is the latest objective of prospectors. Black spots at the end of arms branching from this circular

causeway off the coast of Louisiana are wells. This submarine oil reservoir has been trapped against a salt dome.



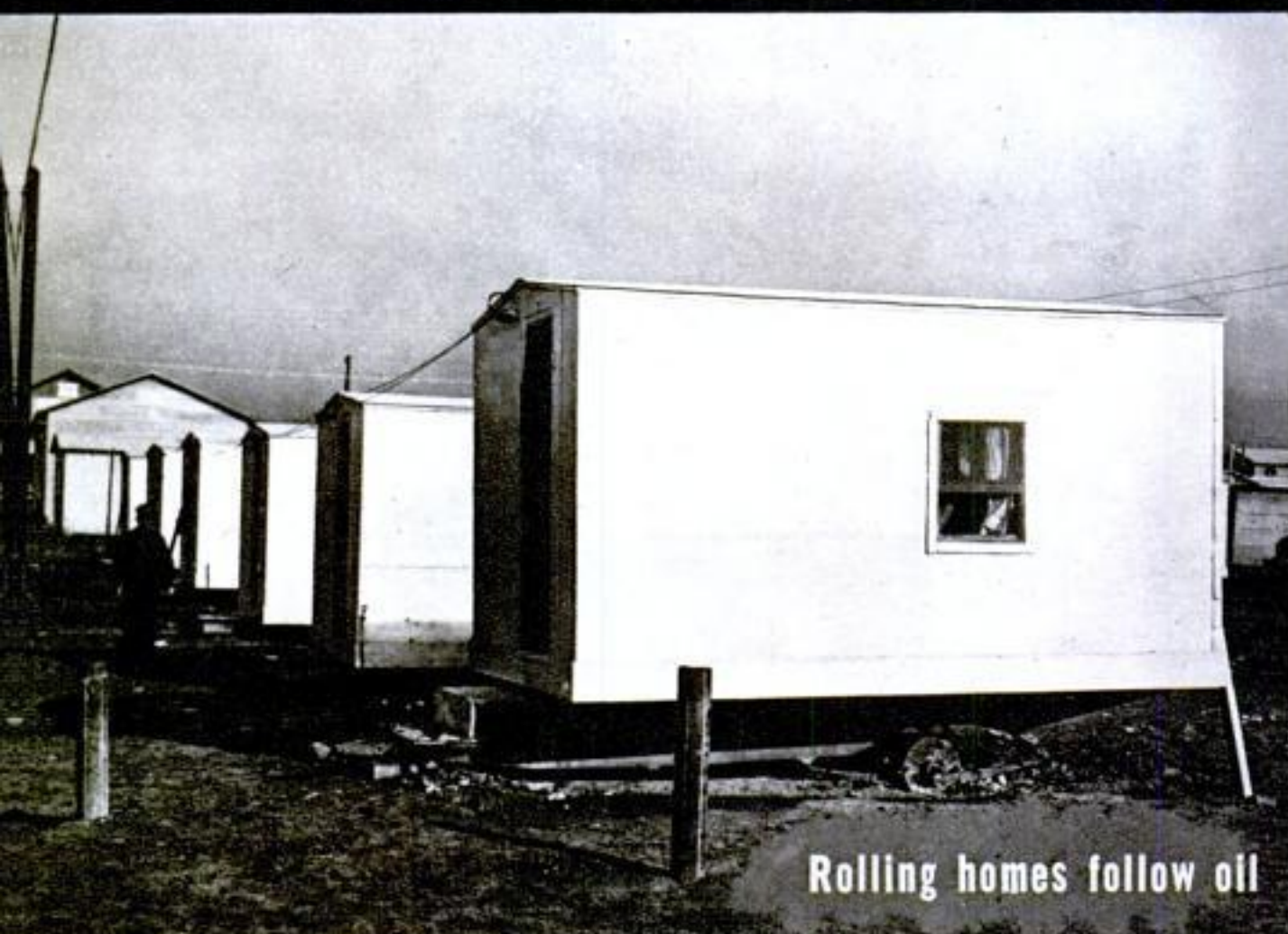


California gusher goes up in flames





Spouting oil is Freer's gold



Rolling homes follow oil



Two oil families live here



# FREER: BIGGEST OF OIL'S NEW BOOM



A big felt hat, a cigar, a gold watch chain and cowboy



From the brush wastes, ranches and poor farms in southern Texas has grown the boom town of Freer in the heart of one of the world's greatest oil reserves. On these pages you see its main street, its people, its homes, its signs and its sins. Freer may well be the last of the tough frontier oil towns. Even the roughest of "roughnecks," accustomed to running oil towns, found they could not handle Freer.

When it rains Freer's main street is a deep bog of mud. When it doesn't, it is a desert of dust. Like all oil towns, its survival is problematic. Hence, no paved streets, no sewage, no water, no banks. Most of its 8,000 inhabitants have for years followed oil

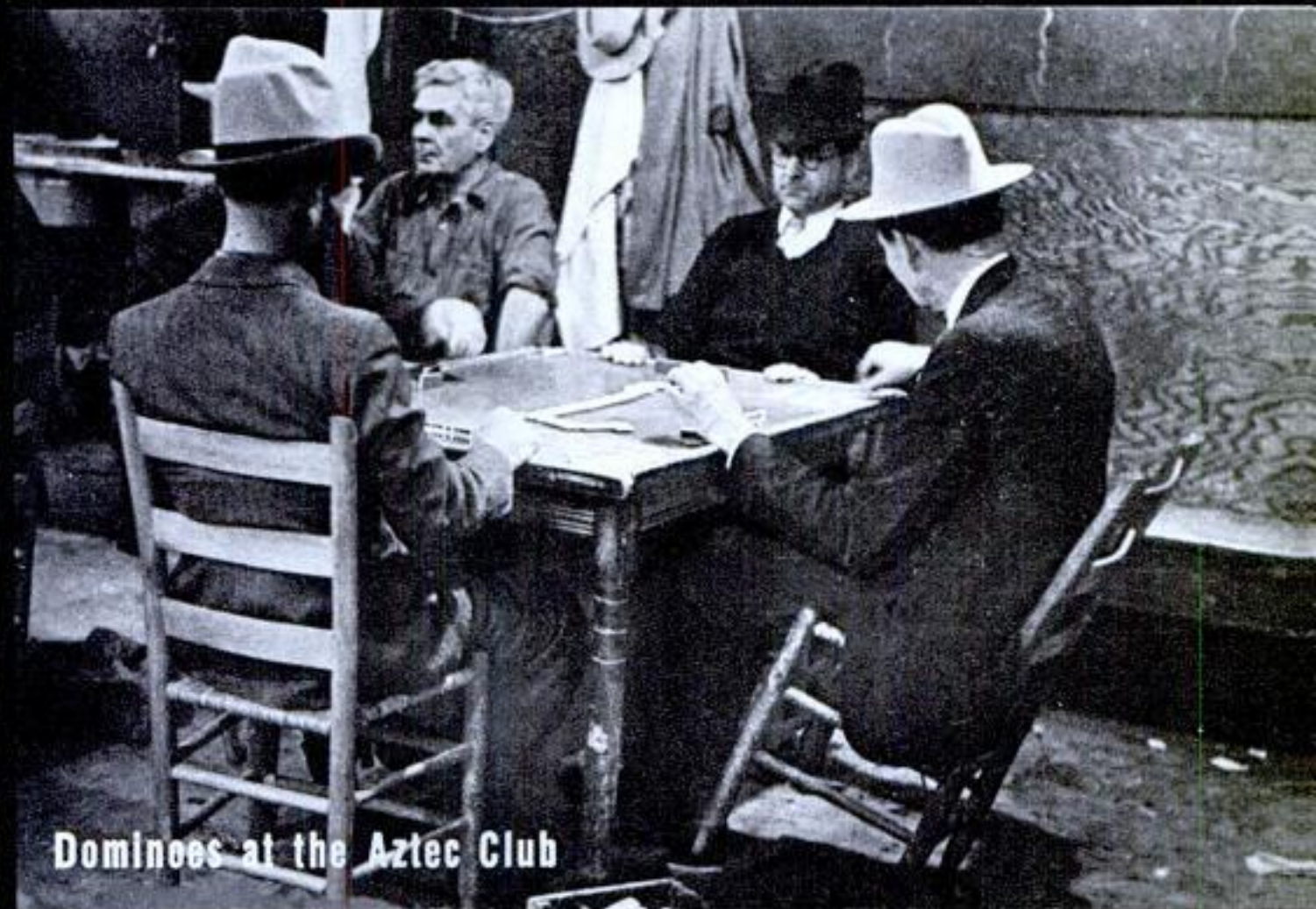




# TOWNS SQUATS IN THE MUD OF TEXAS

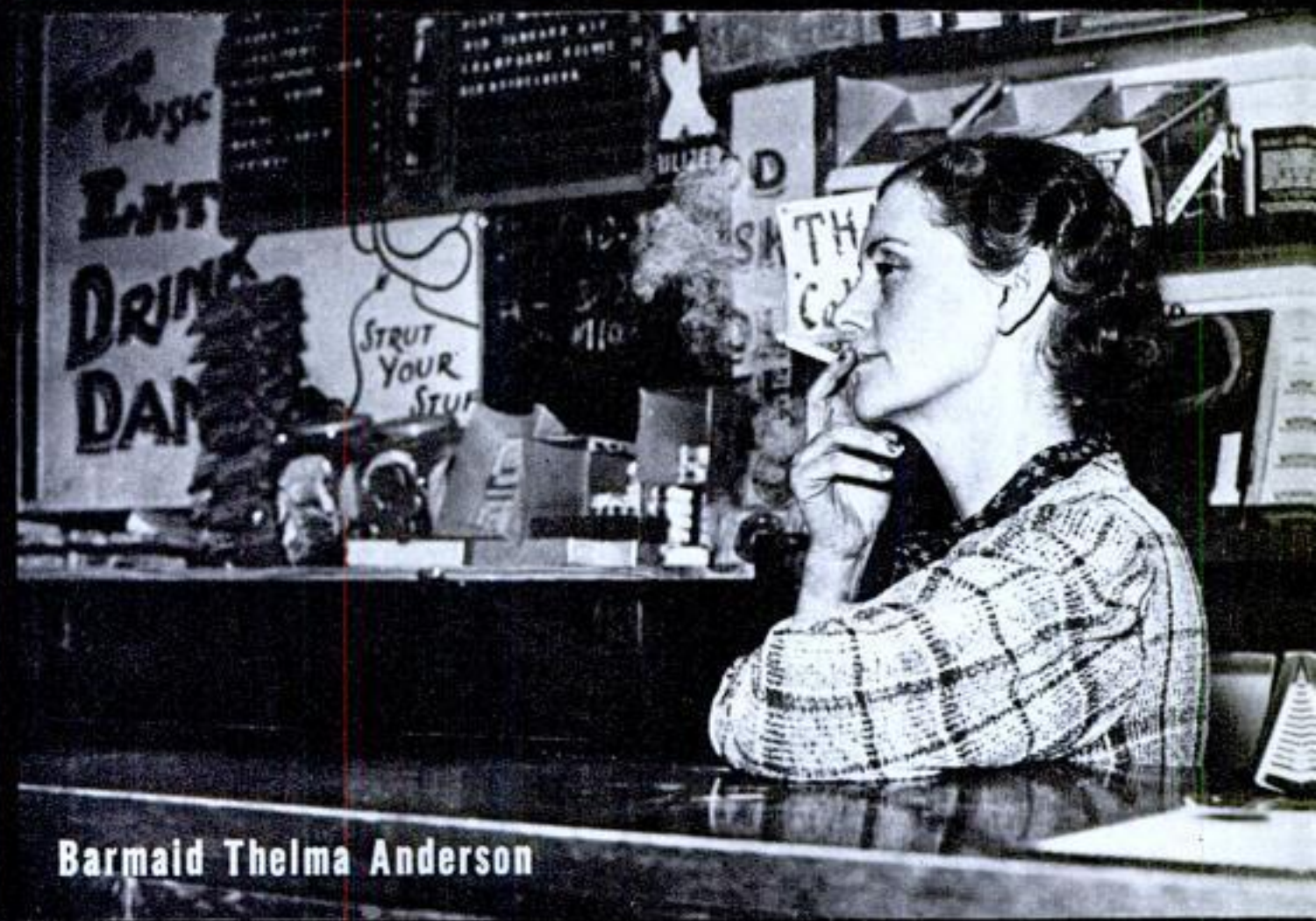


Freer's lady barber



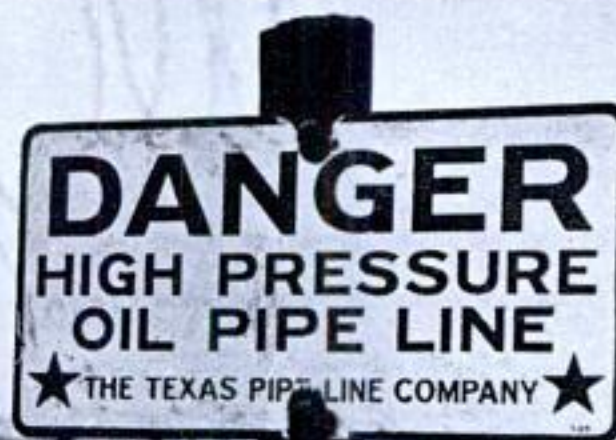
Dominoes at the Aztec Club

... (below) identify Carl Pugh as Freer's chief of police



Barmaid Thelma Anderson

strikes from field to field. They get a \$500,000 a month payroll. They buy only essentials for living, gamble away most of their earnings. The usual most of parasites followed the oil workers to Freer when they heard its 3,000 wells produced 50,000 barrels of oil daily. They erected three hotels, two picture shows, a taxi-dance hall, two lady bars, two shops, a honky-tonk. Now the "good people" have come to Freer with ramshackle churches, hospitals and a school. They may win their battle for reform if the profit is taken out of Freer. But if it should mature into a prosperous oil centre, the politicians and gamblers will keep their hold.





## OIL BECOMES GASOLINE HERE

(continued)

**O**n the cover of this issue you see four shiny oil tanks on the plains of Texas. The face of the U. S. looks like no other country because it is peppered with these cylindrical, spherical or elliptical tanks. In them is the source of one-third of the mechanical energy produced in America and the black thick fluid which keeps thousands of refineries like the one here busy year in and year out.

This fractional distillation plant is composed of two identical units. In each one are two bubble towers into which flow oil vapors. All but gasoline vapors condense on trays at different levels inside the atmospheric towers as fuel oil, kerosene, etc. Gasoline vapors are drawn off at top of tower and condensed. The numbered captions explain in chronological order the steps of the process.

Mainstay of the oil industry is gasoline. From every 100 gallons of crude oil, refining and cracking processes extract 47 gallons of gasoline. Additional gasoline can be produced, if the market calls for it, by cracking the left-over heavy oils. By these two processes the industry is able to get nearly 80 gallons of gasoline from 100 gallons of petroleum.

4 GASOLINE VAPORS  
PIPED OFF HERE

5 GASOLINE, CONDENSED IN  
COOLER, FLOWS INTO TANKS



Page 35

3 KEROSENE AND FUEL OIL DRAWN OFF HERE

2 CRUDE OIL VAPORS ENTER AT BOTTOM OF ATMOSPHERIC BUBBLE TOWER

1 CRUDE OIL PARTLY VAPORIZED IN HEATER AT FOOT OF STACK

6 IN VACUUM TOWER HEAVY CRUDE OIL VAPORS ARE SEPARATED INTO WAX AND LUBRICATING OILS

THIS FLOW CHART TRACES THE PROGRESS OF CRUDE OIL FROM WELL TO FINISHED PRODUCT, SHOWS THE INNUMERABLE OPERATIONS REQUIRED TO TRANSFORM THE FIVE BASIC LIQUIDS SEPARATED IN BUBBLE TOWER INTO HUNDREDS OF SALABLE COMMODITIES.

CONTINUED ON NEXT PAGE

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DREDS OF SALABLE COMMODITIES.

The flow chart illustrates the following process steps and products:

- Oil Well** (with note: "MANY THOUSAND FEET DOWN IN THE EARTH")
- Field Storage** and **Pipeline Pumping Station**
- Pipeline to Refinery**
- Refinery Storage**
- Pipe Still**
- Bubble Tower** (with note: "BUBBLE TOWER")
- Condenser (Lower)**
- Cracking Unit** (with note: "CRACKING UNIT")
- Heavy Fuel Oils**
- Finished Lubricating Oils** (including **WAX**)
- Raw Gasoline, Gas Oil, Paraffin Oils**
- Coke** and **Asphalt**
- Motor Fuel** and **Finished Kerosine**

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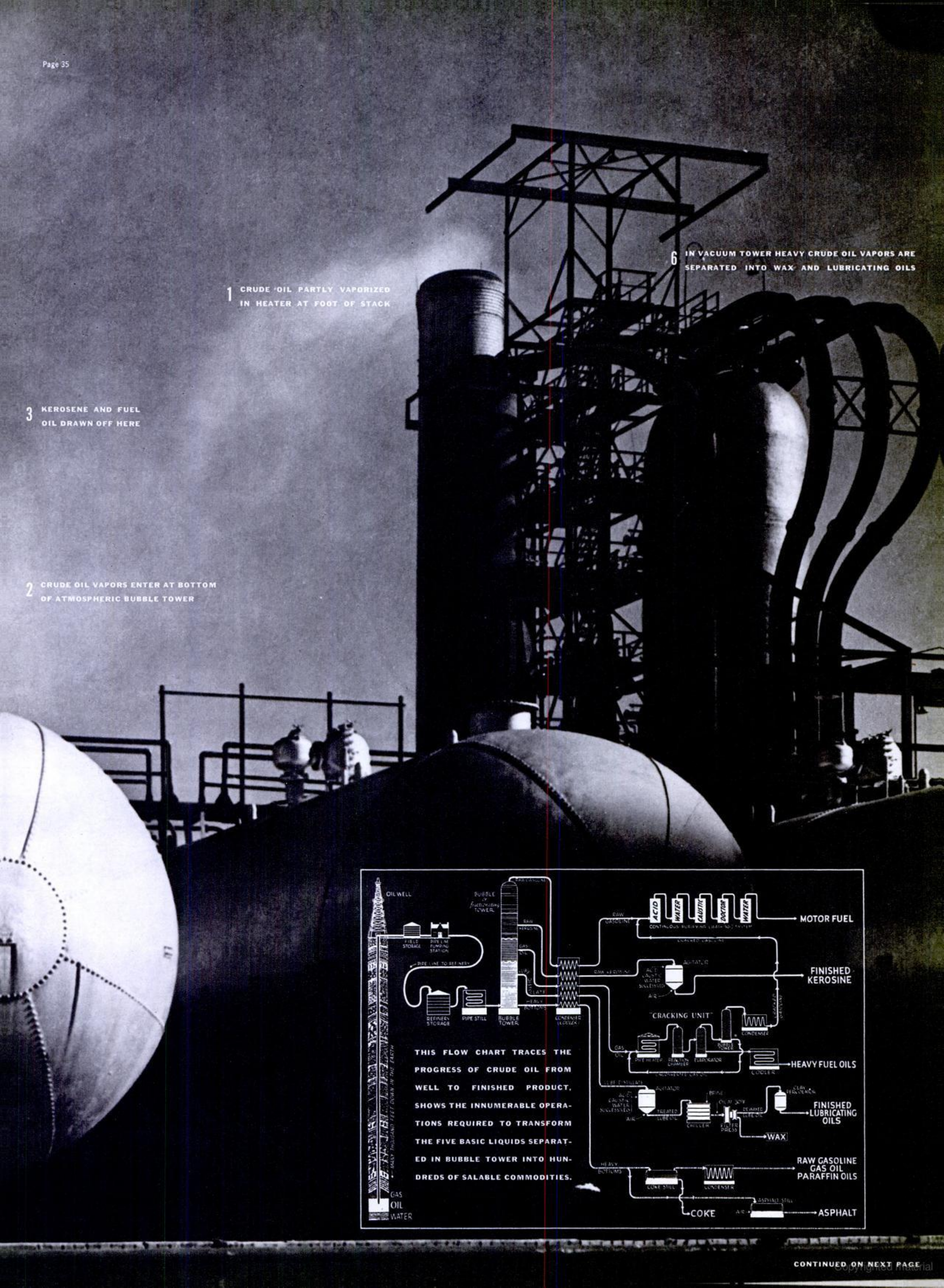
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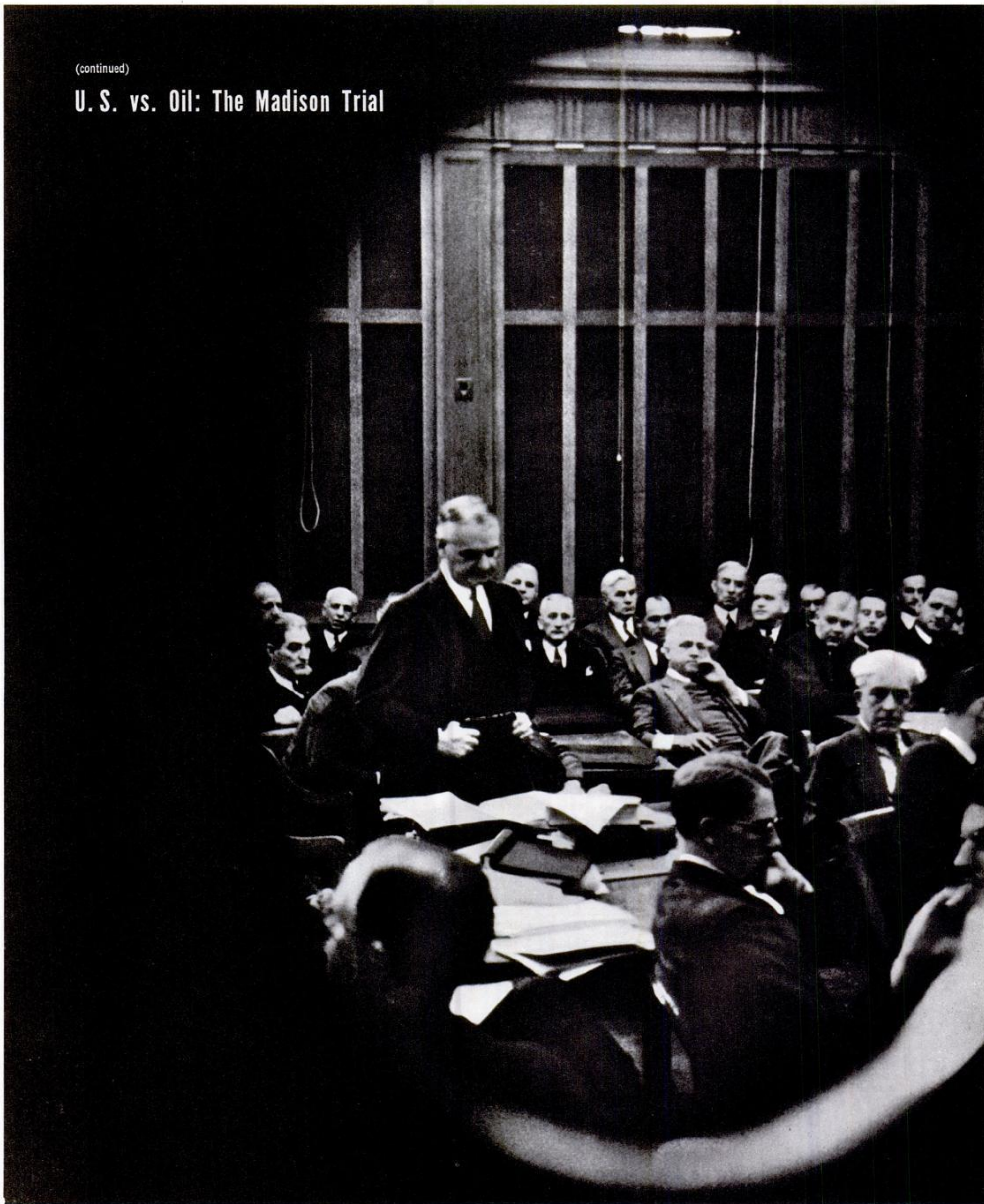
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## U. S. vs. Oil: The Madison Trial



**A**bove you see Colonel William Joseph Donovan in a Madison, Wis., courtroom. Head of an army of attorneys, he is ably defending 23 U. S. oil companies and 46 oil tycoons on a Federal anti-trust indictment charging that the defendants fixed gasoline prices in ten midwestern States. Three oil trade jour-

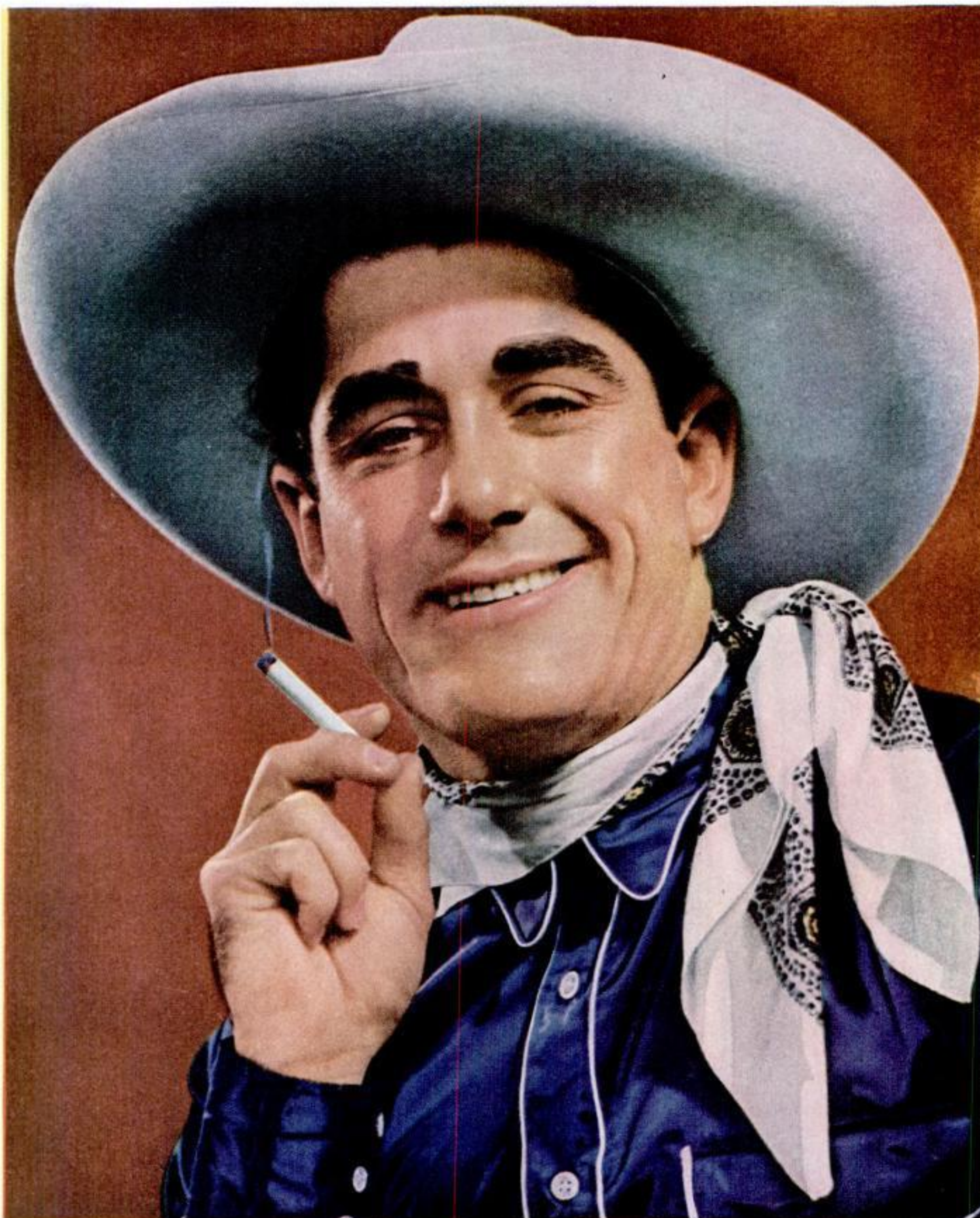
nals, also indicted, had separate counsel. Paradoxically the men above, most of whom are anti-New Dealers, are in court for continuing the price-stabilizing policies of the NRA. Defense attorneys during the past three months of the trial have exhibited reams of documentary evidence to prove that the oil

companies were simply following governmental policies. Eighteen defendants have been discharged. The others are now presenting testimony in this biggest of trust-busting cases since the Standard Oil dissolution. Meanwhile quiet Madison is making a tidy profit renting houses at a premium to oil executives.



**Do**  
**COW-PUNCHERS**  
**APPRECIATE**  
**CAMEL'S**  
**COSTLIER TOBACCOS?**

**T**ED YOCHUM was born and raised down in the cattle country. He's a top hand at riding herd. Speaking from personal observation, Ted says: "Cow-punchers are great Camel smokers. Any hombre who's ridin' herd has a natural hankering for the kind of mild, tasty smokin' Camels give him. And seems like if a man smokes Camels once—he sticks to Camels. Me—I've been enjoying Camels for nigh on 8 years. Come round-up time—I'm in the saddle for hours, and not sparin' myself. A Camel sure hits the spot then. I get a mighty pleasant 'lift' with a Camel."



**Yes, and to America at large, Camel's costlier tobaccos have such a special appeal that they are America's favorite cigarette—the largest-selling cigarette in this country!**



**SALESGIRLS!** "You ought to see us at lunch. There's plenty of Camels smoked then," Miss Elsie Schumacher (left), department store salesgirl, says. "I think it's a swell way to aid digestion."



**RADIO!** Gene English (left), radio engineer, says: "Camels are the favorite of men and women who face the 'mike' every day. I've smoked Camels for 10 years. They're so mild, they don't make my throat feel scratchy."

**IN THE NEWSPAPER FIELD!** Sports editor Stuart Cameron (right) says: "It's mighty impressive how many champions in sport smoke Camels. I sure go for Camels myself. They have everything I like in a cigarette."



**RAILROAD MEN!** "'Speed' and 'safety'—our watchwords—call for healthy nerves," says John Geraghty (right), chief signalman on the New York Central. "I'm all for Camels! So are most of the other boys."



**CAMEL PAYS MILLIONS MORE FOR COSTLIER TOBACCOS!**

Camels are a matchless blend of finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic

Copyright, 1938, R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina

**CAMELS THE LARGEST-SELLING CIGARETTE IN AMERICA**





WHAT MORE  
COULD A MAN ASK ?

*...than to come home to his  
books...his dog...and  
Four Roses*

Four Roses is a blend of straight whiskies,  
90 proof, made by Frankfort Distilleries,  
Incorporated, Louisville & Baltimore.

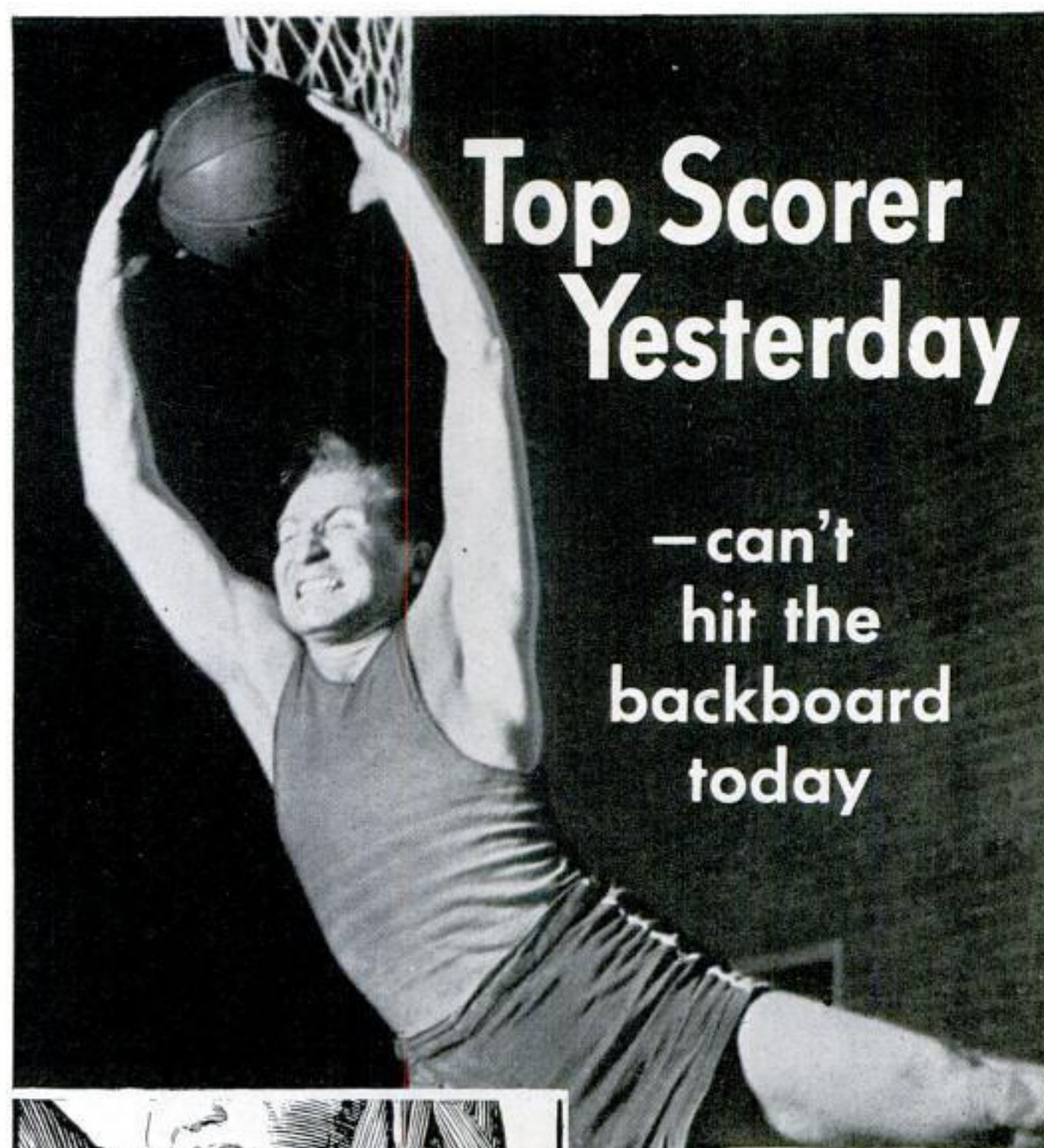




## AMATEUR ACTRESS PLAYS HENRY VIII

In England's rural districts 294,943 women and girls belong to the National Federation of Women's Institutes. Regularly they take part in amateur concerts, theatricals and various eleemosynary undertakings, thereby obtain an escape from domestic monotony.

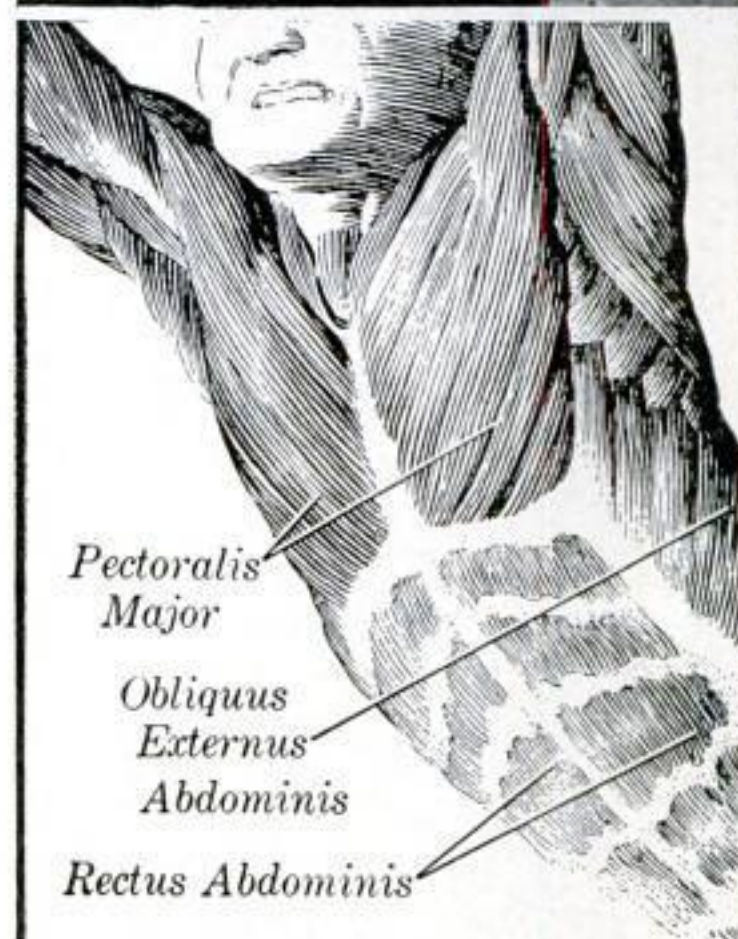
Typical of their activity is the production of *The Six Wives of Henry*, scheduled by Institute women of Loughton, Essex, for Loughton's Lopping Hall late in February. Unique, however, is the histrionic talent of Loughton's premier actress, Miss Evelyn Waller (*above*). Cast as Henry VIII, Miss Waller studied Holbein's portrait in Warwick Castle, re-created the Tudor costume from odds and ends at a total cost of 7s. 6d. (*below*).



## Top Scorer Yesterday

—can't hit the backboard today

Arm and shoulder muscles do the hardest work



## Sends Relief Direct to Sore Muscles...

### Speeds blood through muscles

After vigorous exercise, toxic waste products settle in the muscle fibers—cause pain and stiffness. Only the blood can carry off this toxic waste matter.

Absorbine Jr. goes right to work! It speeds the blood through the deeper blood vessels in the muscles themselves. Rub on right after exercise, over as wide an area as possible. Repeat 2 or 3 times during the day.

Note: Absorbine Jr. gives at once a cool sensation. No fear of surface irritation. Not oily. A pleasure to use. Write for free sample. Address W. F. Young, Inc., 250 Lyman Street, Springfield, Mass.

YESTERDAY you couldn't miss the basket. *Today*—sore muscles muff your shots! There's a simple physiological fact behind this common experience.

### Why muscles stiffen up

All strenuous exercise creates toxic waste matter which settles in the muscles themselves. Causes pain, stiffness. Only the blood can carry this waste matter away. To hasten relief a liniment must speed the blood through the muscles.

Absorbine Jr.'s action is direct! It speeds the blood through the deeper blood vessels situated in the muscles themselves. Relief is quicker! Muscle pain is eased.

As the blood circulates through the muscle fibers, it brings fuel for fresh energy. You feel rested—your muscles limber up for the next day's game!

### Won't blister or irritate

You can tell how different Absorbine Jr. is the moment you apply it. Cooling. No sudden tingling of the blood at the surface. Absorbine Jr.'s action is directed toward the muscles!

Keep a bottle at home as well as in the locker room. Professionals and coaches have used Absorbine Jr. for over 40 years!

**Bruises, Sprains, Athlete's Foot**—Absorbine Jr. relieves congestion. Eases pain. Protects against surface infection. Does not harm healing tissue. Kills the fungi that cause Athlete's Foot. At all druggists. \$1.25 a bottle.

# Absorbine Jr.







# FROSTILLA

makes your skin **SMOOTH, BEAUTIFUL** and **FRAGRANT**



35c, 50c and \$1.00 sizes throughout U.S. and Canada. Travel sizes at better ten-cent stores.

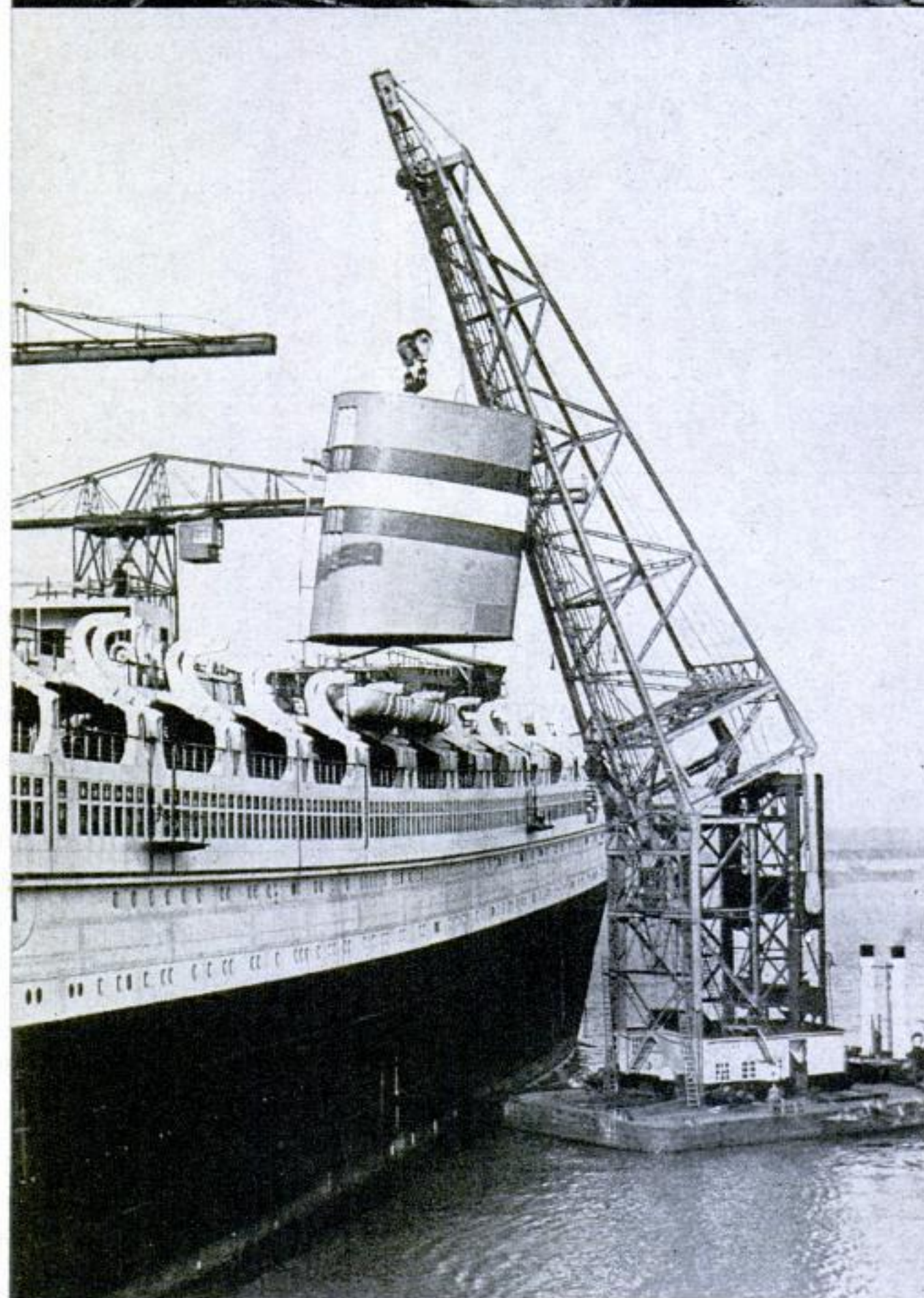
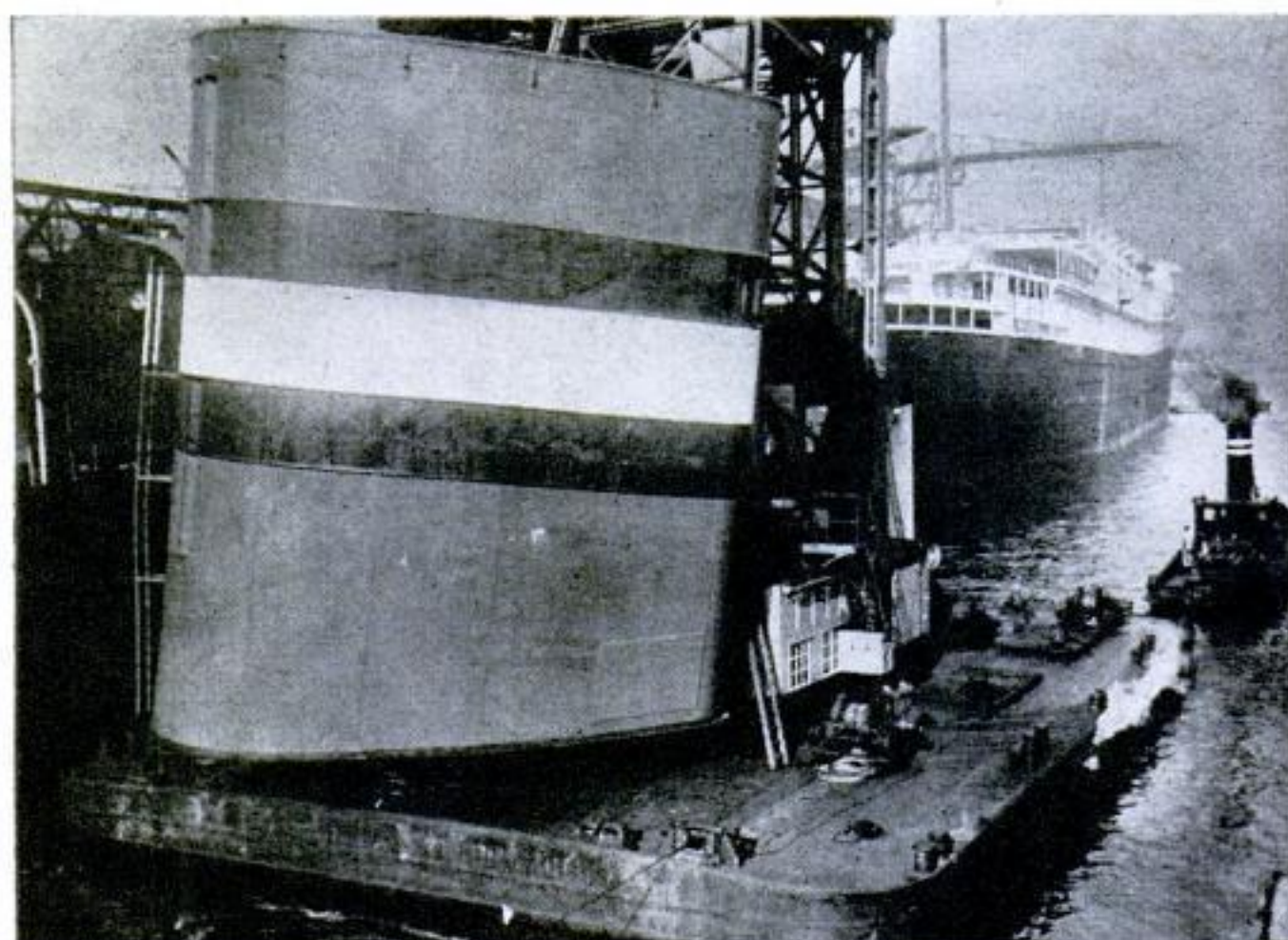
Maybe it has happened to you! You spend time and money on soaps and mouth washes and deodorants and cosmetics —THEN without realizing it, you destroy it all by putting a lotion on your hands that smells soapy or medicinal. The danger is you may have become used to the odor; but to others, it smells like lard or disinfectant. Use Frostilla and increase your daintiness and allure instead of destroying it! Frostilla is the only well-known lotion that gives you smoothness and beauty, PLUS a fascinating fragrance that harmonizes with your perfume. Don't offend. Test your lotion this way: smell your favorite perfume and then smell your lotion. In this way you will detect the slightest soapy or medicinal odor. Be Safe! Use Frostilla Fragrant Lotion!



Frostilla is non-sticky and **ECONOMICAL** because it takes less Frostilla to get results.

## YEAR'S BIGGEST SHIP GETS BIG SMOKESTACK

Dutch "Nieuw Amsterdam" makes maiden trip in May



**B**iggest ship to go into peaceful service in 1938 will be the Holland-America Line's 33,000-ton *Nieuw Amsterdam*, largest ever built or registered in The Netherlands. In mid-December in Rotterdam, a towering crane floated alongside the *Nieuw Amsterdam*, hoisted her two 60-ton funnels into place (above).

The *Nieuw Amsterdam* will make her maiden voyage on the Rotterdam-New York run on May 11. Built for comfort and profit rather than speed and prestige, she will cross the Atlantic in seven days. She cost \$12,000,000, will carry 1,250 passengers, have top speed of 21½ knots. Unlike many modern liners, she was built and will operate without government subsidy. A self-sufficient line, the Holland-America last year paid a 3% dividend.



# BUSINESS DEPENDS ON MONROE FOR FIGURES



**SHIPS . .** Back of the romance of the Queen Mary and the other great Cunarders is a mass of figure work—fares, freight rates, insurance, supplies, payrolls. The Cunard White Star Line uses Monroes, both adding-calculators and listing machines.



**SMOKES . .** Lucky Strikes by the billions for the millions necessitate the most modern figuring equipment there is. American Tobacco Co. uses both Monroe adding-calculators and listing machines in its offices and plants.



**SUDS . .** As the millions and millions of boxes of Lux pour out of the Lever factories, a steady flow of Monroe-calculated figures speed up the business. Lever Bros. are steadily adding to their Monroe equipment.

**CUPS . .** More Monroe adding-calculators for the Lily Tulip Company. It takes a lot of prompt, accurate figures to keep up with the growing demand for paper cups.



**I**T'S as simple as this—business the world over uses Monroe machines, because Monroes turn out the greatest number of accurate answers in the least time, at the lowest cost.

The thousands of men and women who operate Monroe adding-calculators and listing machines know that the "Velvet Touch" keyboard action, the simplicity, the speed, the quiet of Monroe operation cut the strain and stress of the day's work to the vanishing point.

**SPOT PROOF . .** You know your Monroe-calculated answer is right the first time. No need to refigure to check correctness. Each step is checked as you go and the proof of correctness is always before you. Photo shows newest Monroe Adding-Calculator, Model MA-7.



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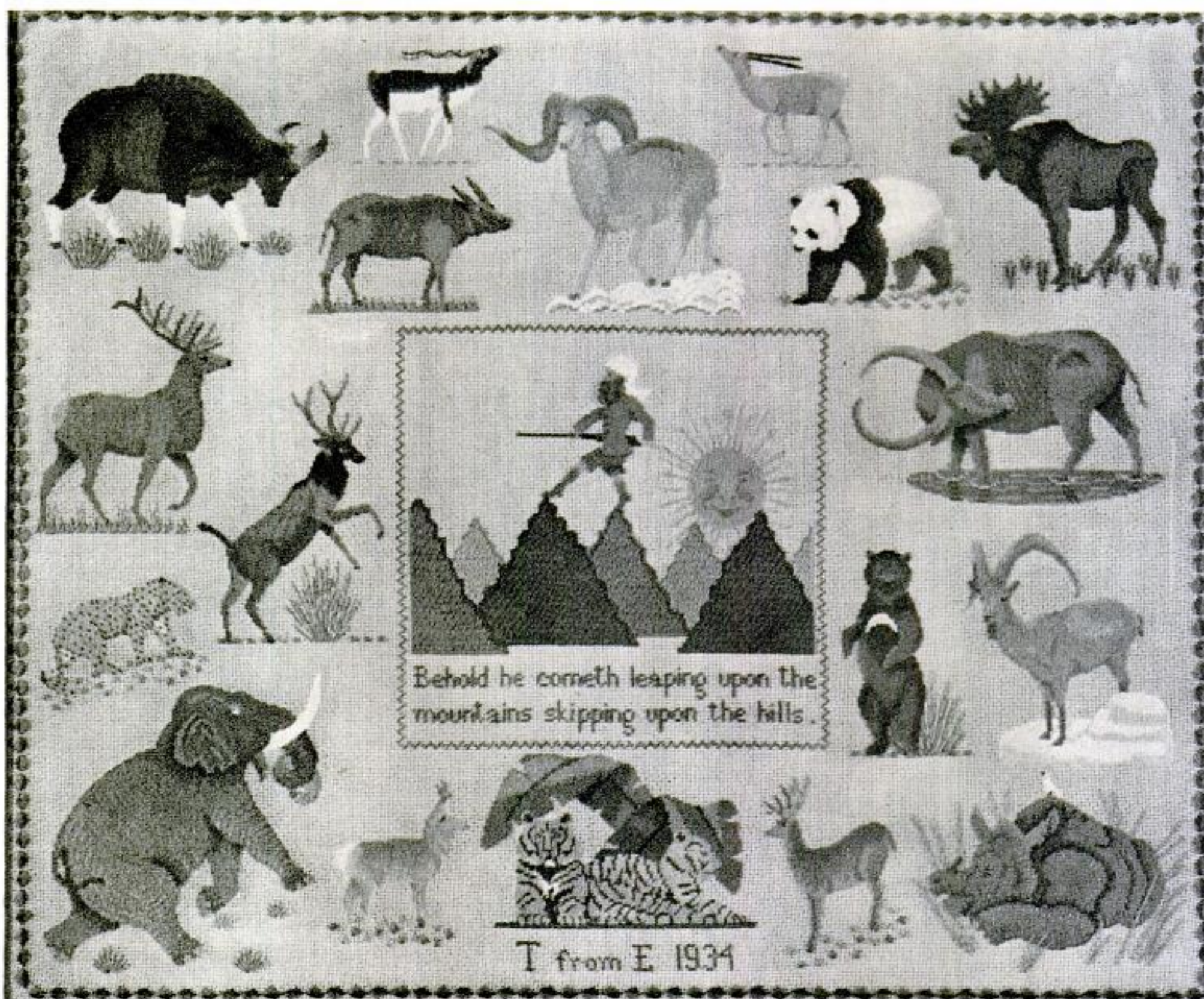


A table screen is Mrs. Theodore Roosevelt Jr.'s latest needlework piece. Its side panels were largely inspired by

medieval grotesques. The centre panel is adapted from an Artzybasheff drawing. Thighs and buttocks of upper coolie

and knees of lower coolie are done in split stitch (see page 44). Shading is achieved by changing direction of stitch.

## THE ROAMINGS OF A ROOSEVELT ARE RECORDED BY HIS WIFE'S NEEDLEWORK



Hunter Roosevelt, centre, appears for the first time in his wife's work in this hanging, commemorating his expedi-

tions. Most of the animals were designed from photos. The black-and-white creature in upper right is a Giant Panda.

Penelope, wife of Ulysses, sat at home at her loom and spun while her husband roamed. Theodore Roosevelt Jr., ex-Assistant Secretary of the Navy, ex-Governor of Porto Rico, ex-Governor General of the Philippines, is also a roamer and his travels have been duly recorded in exquisite needlework by his wife Eleanor. Unlike Penelope, however, Mrs. Roosevelt does not necessarily sit at home to do her sewing. For she, too, is a roamer, either with or without her husband and she always travels with several pieces of embroidery. Her needlework has survived an airplane crash in Ponce, Porto Rico, a Shanghai bombing, a Manila earthquake. As definite works of art Mrs. Roosevelt's embroideries were just recently put on exhibit at New York's Arden Galleries.

Mrs. Roosevelt's first piece was a footstool in one of the stock flower patterns. The work interested her but as the pattern bored her, she began making her own designs. Since she cannot draw, she adapts pictures of birds, flowers and animals that please her.

The blue satin table screen above took her nearly four months to finish. She worked on it in London and completed it at Oyster Bay. The panel at left, her favorite piece, is executed in fine petit point and crewel. It commemorates her husband's wanderings in the wilds of Asia in 1929 in search of the Giant Panda. Since she does many of her figures over and over, she has no idea how much yarn she uses.

That many American women are following the example of Mrs. Roosevelt is evidenced by the increased sales in needlework departments of stores. Wanamaker's reports a 100% increase over last year, Macy's a 50% increase, Marshall Field's a 33% increase.





**Eleanor Roosevelt sits and sews**

In her Oyster Bay, L. I. home, Mrs. Theodore Roosevelt Jr. sews on a 6 by 4-ft. panel of "Le Coq d'Or."

Her son Quentin traced the design and built the frame. In background is a lacquered Chinese chest.

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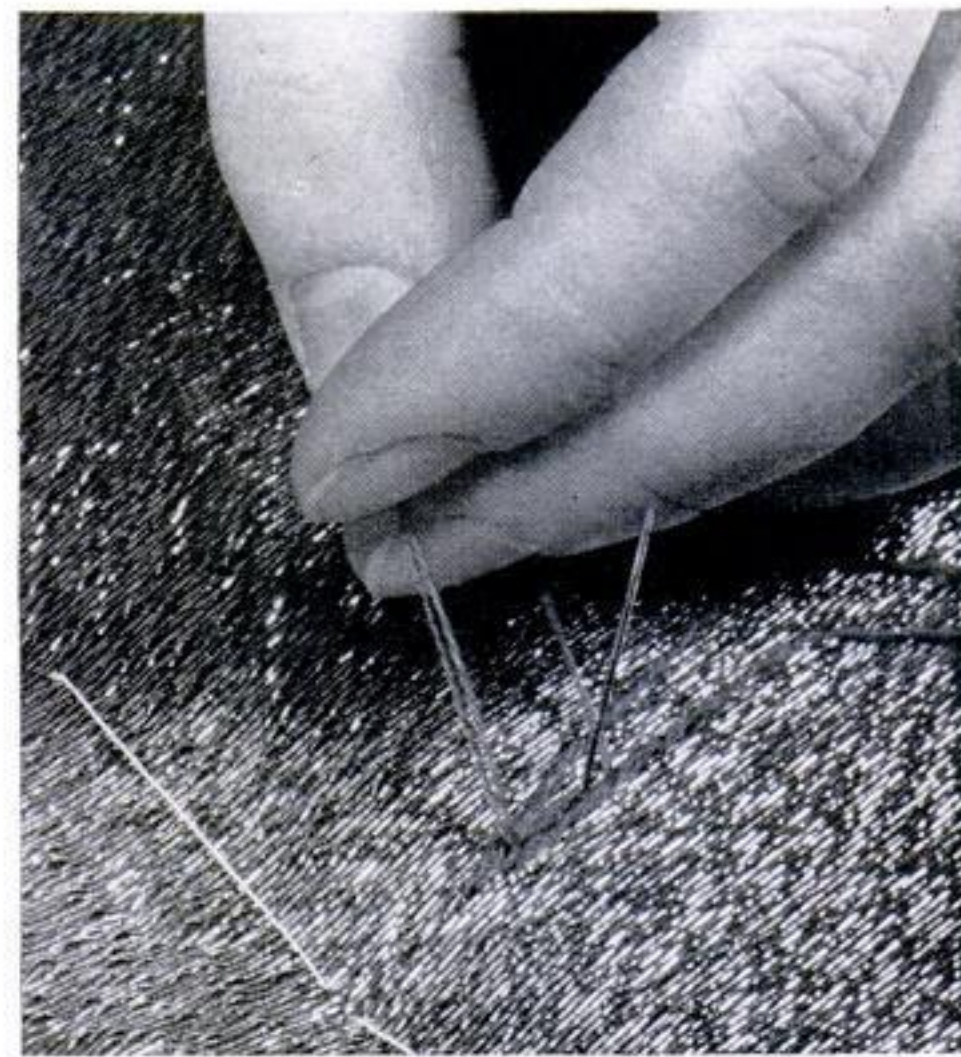
## Mrs. Theodore Roosevelt's Needlework (continued)



**The outline stitch**



On this page, Mrs. Roosevelt's hands show how she does three of the many stitches she uses in her work. The panel above shows the outline stitch, an elementary one in which



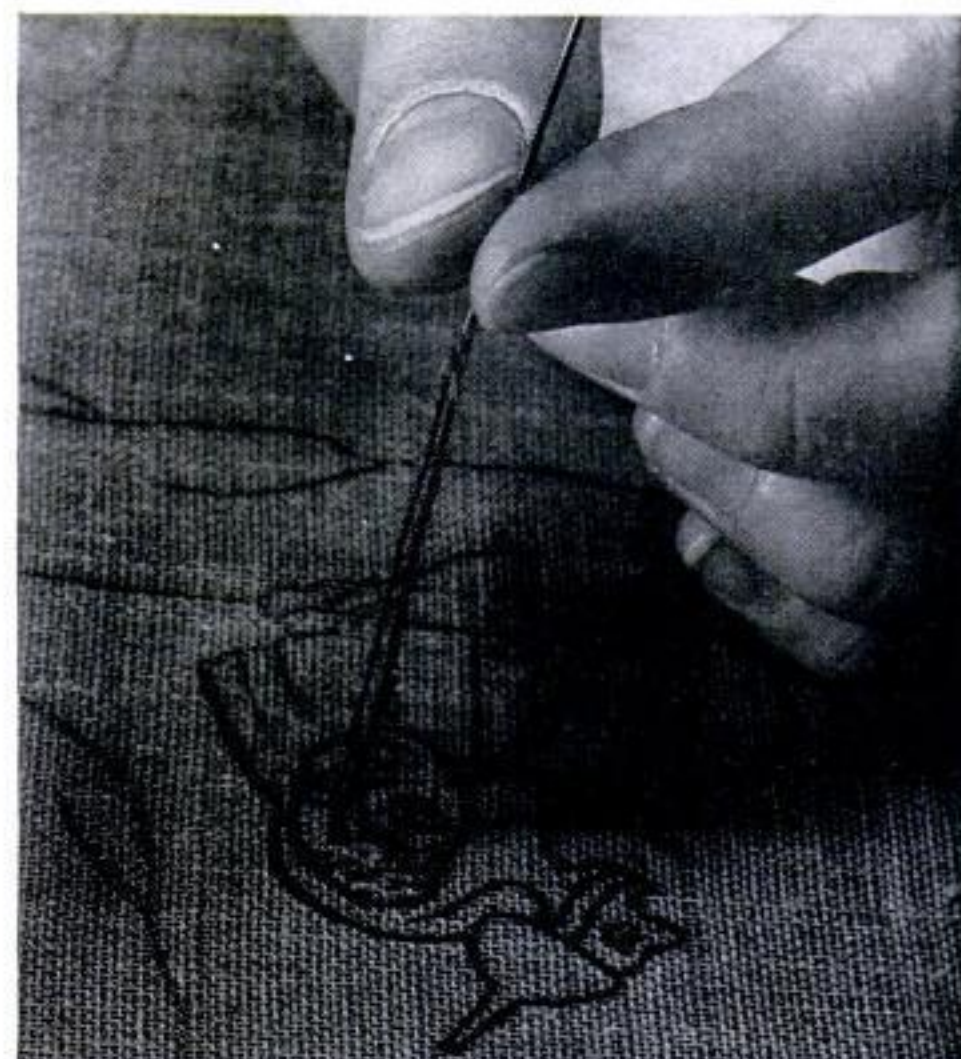
the needle is drawn through to left of the thread and towards the worker. The cloak and cane of St. Anthony, on page opposite, are done in tightly packed rows of this stitch.



**The seed stitch**



This stitch requires least skill, is merely a grouping of many plain, tiny stitches running in different directions. In this stitch right hand remains under the loom. St. Anthony's



beard is a modified seed stitch in which the thread above the frame is left loose to produce a bushy effect. Mrs. Roosevelt often uses new versions of classical stitches.



**The split stitch**



This is similar to a back stitch except that the needle is brought up, splitting the centre of the silk. 1) Needle comes up at centre of preceding stitch, splitting the thread;



2) left hand pulls thread tight; 3) right hand pushes needle down, making a new stitch whose thread will be split on next up movement. St. Anthony's face and hand are in this stitch.





### St. Anthony, by Mrs. Roosevelt

This detail of St. Anthony is taken from a new 18 by 16-in. panel called "The Persecution of St. Anthony." The entire figure is only 4 in. tall. Here enlarged four times,

the background is not canvas but fine linen. The halo is done in gold couching. Eleanor Roosevelt's husband is a first cousin of Eleanor Roosevelt in the White House.





## The O'Learys Arrive in Chicago

This is Producer Darryl Zanuck's idea of how Mrs. Molly O'Leary and her three sons, all munching apples, first drove their covered wagon down the strip of mud called De Koven Street. The imaginary scene takes place in 1854, long be-

fore Mrs. O'Leary came into possession of the cow which may or may not have started the Chicago Fire. The O'Learys are 10 per cent legend and 90 per cent fancy. The ugly, raucous, booming Chicago is 100 per cent authentic.



## MOVIE OF THE WEEK:

# *In Old Chicago*

## Mrs. O'Leary, her Cow, her Sons and the Fire

**H**istory says that the great Chicago Fire started on the evening of Oct. 8, 1871, burned steadily for 27 hours, laid waste three square miles of city and destroyed property worth \$200,000,000. Legend adds that a cow, belonging to a Mrs. O'Leary, started the fire by kicking over a lantern. *In Old Chicago* presents both history and legend.

Mrs. Molly O'Leary, according to this crackerjack 20th Century-Fox picture, was a true pioneer mother, who brought three fatherless children into Chicago in a covered wagon and raised them by her toil at the washtubs. The O'Leary boys grow up into Don Ameche (Jack), Tyrone Power (Dion) and Tom Brown (Bob). Bob stays at home to help his mother (Alice Brady) run "Mrs. O'Leary's French Laundry." Dion, the apple of his mother's eye, becomes a precocious music-hall magnate and political boss of the rough, tough district called "The Patch." Jack becomes Mayor of Chicago. When Jack sets out to clean up the Patch, he comes to blows with Dion. The fire beats him to the Patch.

This entire tale is as fanciful as the idea of a reform mayor in 19th Century Chicago. But Writer Niven Busch and Producer Darryl Zanuck have made it an exciting story, filled with the flavor of its city and time: the blaring honky-tonks of the Patch (where Alice Faye is the reigning favorite), the silver dollars in the floor of the Palmer House dining room, the stockyards, the corruption, the noise, dirt and nerve-tingling sweep of a city on the make.

Mr. Zanuck's fire is in the new movie tradition of catastrophes, stemming from Mr. Goldwyn's hurricane and the San Francisco earthquake. It cost \$750,000 and kept the residents of Beverly Hills awake for three successive nights.



The fateful kick is administered (top) by Daisy, the O'Leary's Jersey cow. Mrs. O'Leary could hardly be blamed for forgetting to put the bar between Daisy's legs because on this day, according to the movie, her favorite son was getting married to a show girl.



The fire spreads with terrible swiftness to the O'Leary house, then down De Koven Street and straight through the Patch, a tinderbox of flimsy wooden buildings. Jumping from a second story, above, is a Hollywood stunt man. He will land in a net behind the flames.

CONTINUED ON NEXT PAGE



# Movie of the Week (continued)



**Fire horses pound** through the smoky streets. Chicago had few hydrants and its engines were ineffective. Within six hours the fire swept two and one-half miles across the city.



**Buildings are blasted** to stop the blaze. The Mayor (Don Ameche) braves an angry mob to light a fuse. In this scene as the building explodes, he is killed by a slab of stone.



**Terrified citizens** flee before the flames and blasts. For these dangerous scenes the studio used no women but dressed stunt men in women's clothes. Luckily no one was seriously hurt.



**Cattle break loose** from the stockyards and stampede through the city. The actors are scrambling in earnest, for the Hollywood cattle were almost as scared as the Chicago cattle.



**Straight into Lake Michigan** the people of Chicago flee, finding safety at last. The fire burned all night, all the next day and into the second night before dying out at water's edge.



**Families huddle** together on rafts and wagons, in boats and on foot. Two hundred and fifty people died in the fire itself and other hundreds perished later of exposure and disease.





**"The Spirit of the O'Learys"  
rises above Chicago's ruins**

**M**rs. O'Leary's boy Dion (Tyrone Power) stands amid a realistic group of refugees on the lake shore, calling to his mother. Behind him are the smoking ruins of Chicago. The fire and his brother's death have made a new man of the cocky Dion, as

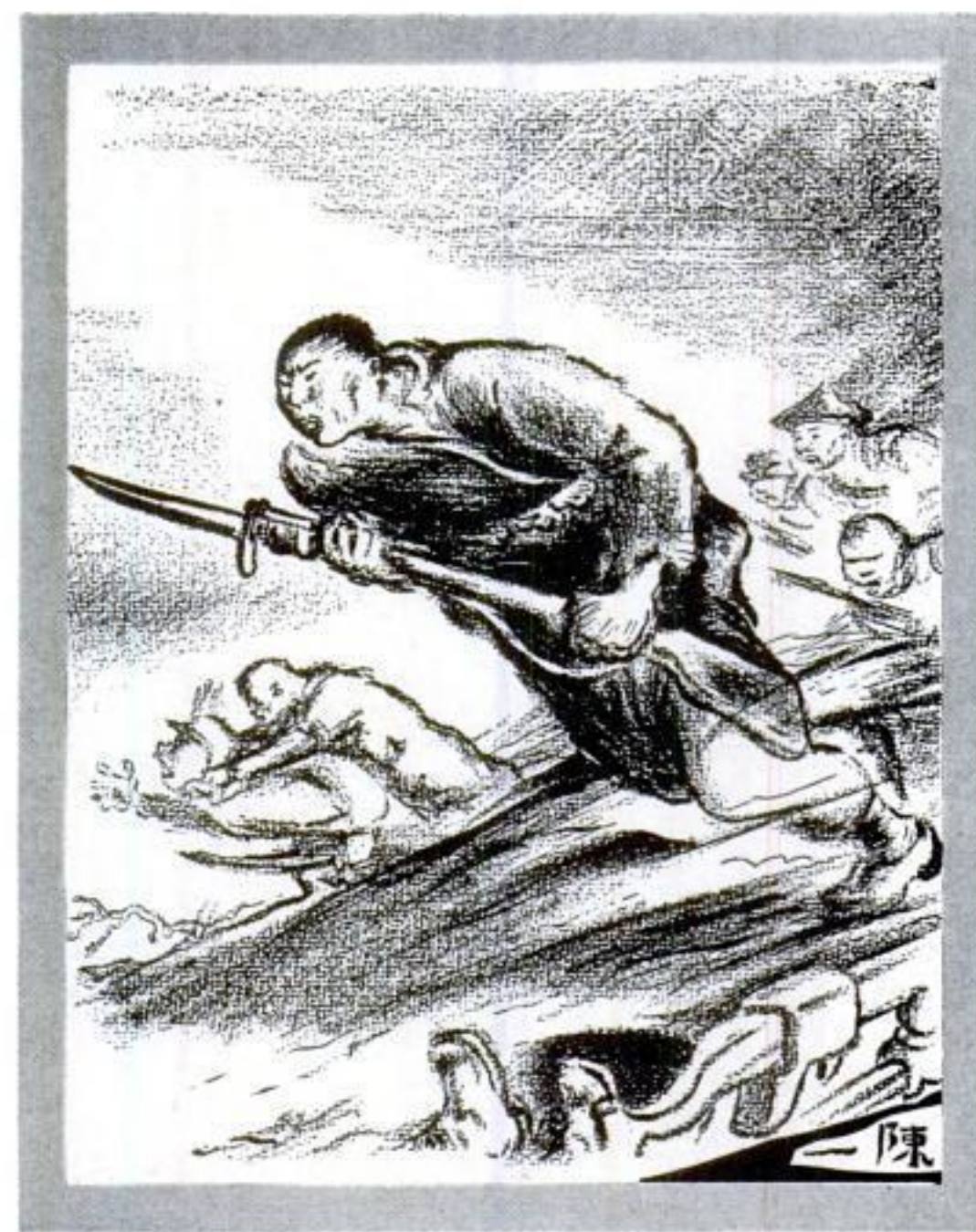
the fire was to make a new city of Chicago. "It was a city of wood," Mrs. O'Leary philosophizes, "and now it's ashes . . . but out of the fire'll be comin' steel." Chicago was indeed rebuilt with wonderful rapidity. In three years there was hardly a scar left.



# YOUNG CHINESE ARTISTS CARTOON THEIR COUNTRY'S CONQUEST IN MODERN MANNER



**Bohemian picnic** of the Chinese Cartoonists' Circle on a hilltop outside Shanghai on Chung Yang festival Oct. 23, 1936. The artist was Wang Tse-mei, the man in checked plus fours on the extreme left. The only girl is Liang Pai-po.



**Symbol**, not of this war but of Young China and of the 25th Anniversary in 1936 of the Revolution against the Manchu Emperor.

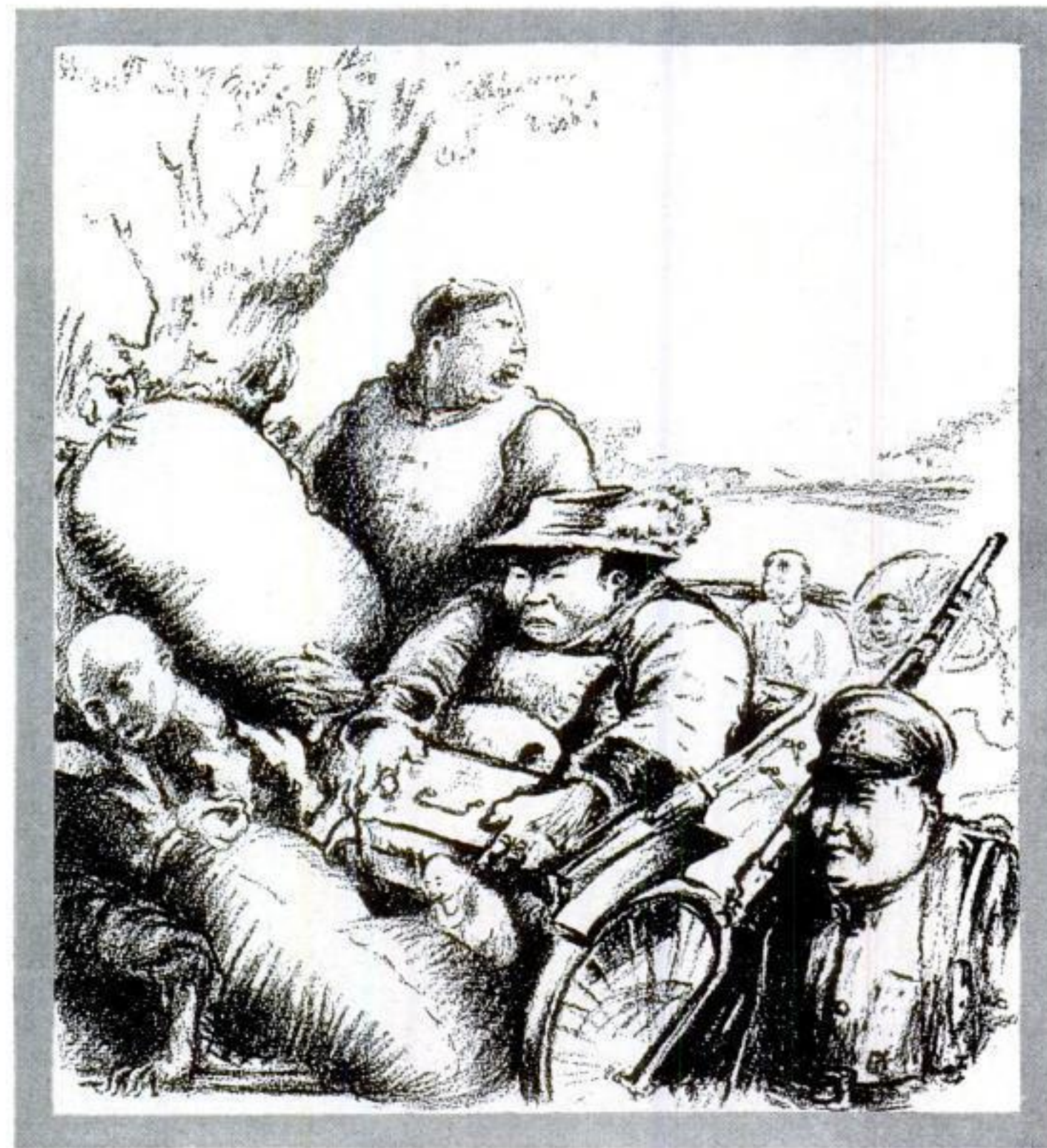
The art of old China has been repudiated as too subtle and aristocratic by a group of young Chinese artists and wood-engravers. In 1931 they organized and began flooding Chinese newspapers and magazines with their cartoons. The war with Japan gave them a great theme. What they have done with it is to be seen on these pages and in an exhibition now at New York's A. C. A. Gallery.

Obviously what these young Chinese have done is to discard the stylized, introspective reticence of old Chinese art and to concentrate on making a

strong impression. Since this has long been the concern of much Western art, their product naturally looks Western. As propaganda art, it is far above most Western work in wartime. What is remarkable about these citizens of a conquered country is that defeat has not upset their aesthetic sanity. Chen I-wan ("Jack Chen"), 28, did all the pictures shown here except the group caricature. The son of China's rebellious onetime Foreign Minister, famed Eugene Chen of Canton, he has accompanied the show to Moscow, London, Oxford, Edinburgh and New York.



**Head with bullet** of an 18-year-old Peiping girl executed by the Japanese for anti-Japanese agitation. Artist Chen and most of his colleagues did their war drawings in Shanghai.



**Savage satire** on a rich refugee family: private guard, mother in rickshaw with tin box of jewelry and cash, father on mule, coolies before and behind bearing household goods.





**The will to fight** is symbolized by Chen I-wan ("Jack Chen"), in a peasant squatting beside his dead child, looking into a future in which there is no other course

but to take up his gun and fight Japan. The emotion, pathos and dignity of the figure suggest the best cartoons of Daniel R. Fitzpatrick of the *St. Louis Post-Dispatch*.



## THE CAMERA OVERSEAS: THE "QUEEN MARY" TAKES A REST ON LAND



**This right royal stern** was photographed Dec. 20 as the *Queen Mary* settled down for her annual overhaul in the world's largest dry dock. The Southern Railway's King George V Dock at Southampton was specially built for the

*Queen Mary*. Notice draught numbers at stern. At this moment the water is being pumped out of the dock and the ship is sinking into the pattern of wooden blocks, precisely prearranged on the dock floor. Balancing this 81,000-ton

ship is not as difficult as it looks. The bottom is flat and, amidships, very wide. Total cost of the *Queen Mary*'s six-week scraping, painting and inspection will be less than \$50,000. The *Normandie* went into dry dock ten days later.



## GERMANY BURIES THE GREATEST GENERAL OF THE WAR

The ablest general developed by the World War was, according to today's military experts, Erich Ludendorff, a Prussian commoner whose father was a minor railway official. Forty-nine in 1914, Ludendorff was with the Second German Army approaching Liège when he personally led a small column ahead of the main body and rapped open the gate of Liège's main fort. For this feat he was made Hindenburg's chief of staff on the eastern front. Ludendorff was Hindenburg's strategic brain. He believed in the military theory of annihilation and annihilated Russian armies at Tannenberg and the Masurian Lakes, Rumanian armies in 1916, more Russian armies in 1917 and an Italian army at Caporetto.

In August, 1916, Hindenburg and Ludendorff took complete command of the German armies and became so indispensable to German victory that even the Kaiser took orders from them. Though his face and manner were the perfection of Prussian Junkerism, Ludendorff was actually an hysterical man who fell apart in defeat. In 1918 he fled to Sweden wearing a false beard and dark glasses, returned quietly the next year and promptly married the wife of his host. He bent an ear to every conspiracy including Hitler's beer hall putsch in 1923 against the republic and marched beside Hitler. He decided that he had lost the war because the Jews, Jesuits and Freemasons had softened Germany. His wife divorced him for "egomania" and he married a mental healer who converted him to paganism. When, at 72, the military peer of Robert E. Lee died at a Catholic hospital in Munich Dec. 20, Germany gave him a funeral worthy of his place in history.



Ludendorff's corpse lies in state Dec. 20 in Munich. Ludendorff's appearance of aristocratic virility was a bluff; his subtle, ruthless brilliance as a military strategist was real. He died of heart failure following an operation for the same bladder complaint that killed Hindenburg.



The 80 decorations of General Erich Ludendorff, never a Field Marshal but named "Field Lord of the World War" by Hitler last year, are carried on four cushions by Reichswehr officers in the official funeral in Munich Dec. 22. Every German bigwig marches behind.



The war helmet of Ludendorff, Germany's greatest and least popular War hero, rides on the coffin which is draped with the Imperial German war flag. The band played *The Good Comrade*. At his burial at Tutzing outside Munich, only family and close friends were present.



Kaiser Wilhelm (left, foreground) helps Ludendorff into his car while Hindenburg sits inside. This picture was taken in the greatest days of Ludendorff's life when he and Hindenburg were the supreme war dictators of Germany.



Ludendorff's 62nd birthday in 1927 was honored by a massing at Tannenberg of real Prussian Junker officers who in student days had snubbed him. Left centre is Hindenburg; right, Ludendorff.



With second wife, Dr. Mathilde von Kemnitz, nerve specialist whom he called "wisest of human beings."



## THE CAMERA OVERSEAS: EGYPT'S KING LOSES A PREMIER AND PUTS OFF A BRIDE



**King Farouk** and Premier Nahas Pasha rode together to Farouk's investiture. Farouk dismissed Nahas on Dec. 30.



**New premier** is clever Mohammed Mahmoud, whose Green-shirts fight Nahas' Blueshirts. He first ousted Nahas in 1928.



**Left waiting**, her marriage postponed to Jan. 20, was Farouk's fiancée, Farida Zulficar, 16, a magistrate's daughter.



**Connoisseur** of Egyptian antiquities is Farouk, here examining heads and a full-length figure newly unearthed at

Karnak. At the right is Egypt's Director of Antiquities, French Canon Drioton. Officials must wear the tarboosh.



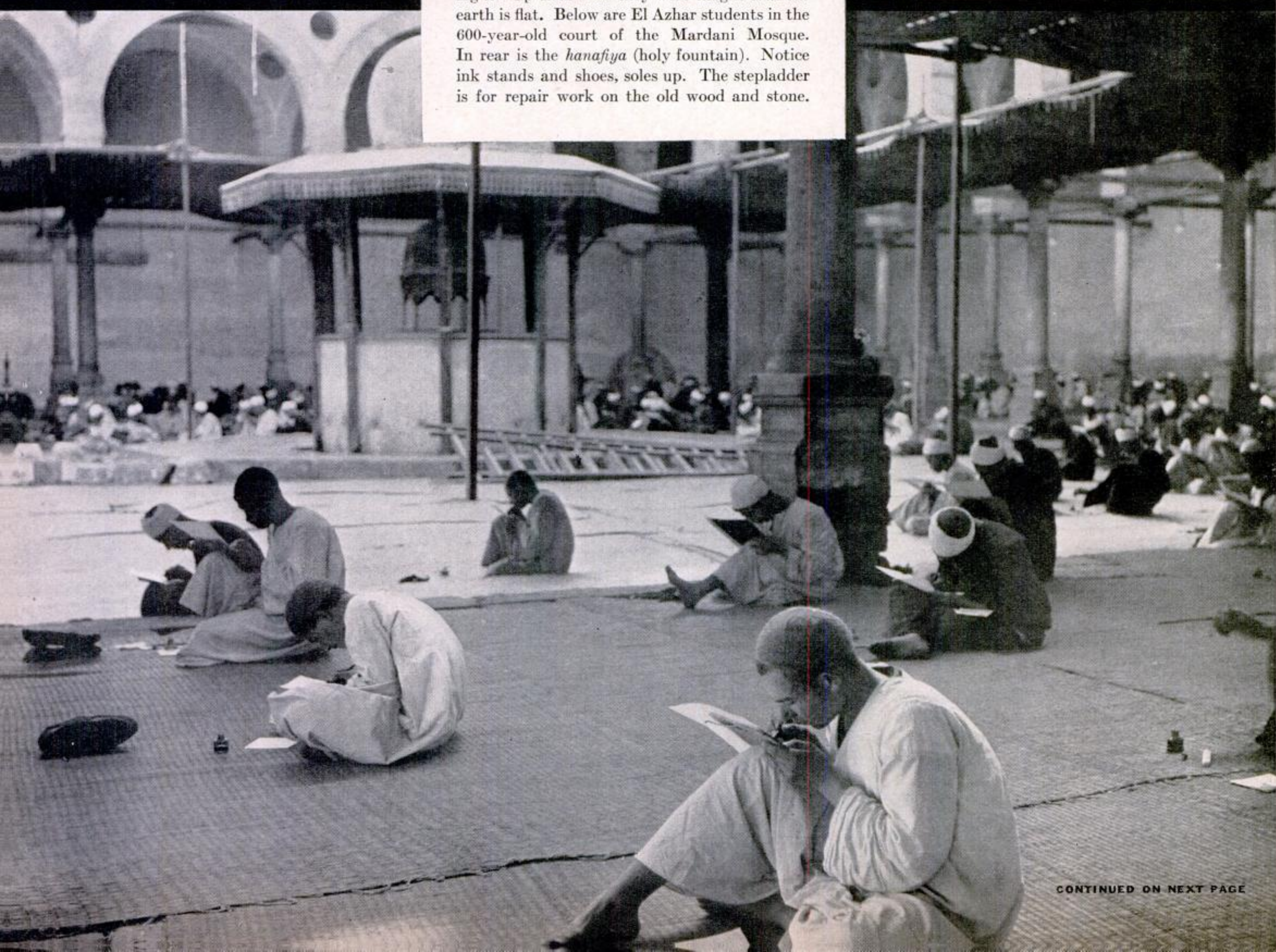
**E**gypt's tough, wily politicians in 1936 wangled nearly complete independence from Britain and ended "capitulations" (superior rights of foreigners over Egyptians). Also ended was the anti-British platform of the Wafd, Egypt's 90% majority party. And in the midst of these doings Egypt's King Fuad died, to be succeeded by his 16-year-old son Farouk. Egypt and Farouk are now going through the difficult experience of coming of age together.

The Wafd, with the attainment of its objective, has split apart. Mustafa El Nahas Pasha, its No. 1 leader, is suspected of using it for personal ambition. Egypt's students (*opposite page*), its most vocal supporters, have fallen away and now prefer pious young King Farouk. Several of the ablest Wafd politicians have quit with their followings. The Wafd, first organized for the poor peasant *fellaheen*, now stages riots for Nahas and the students riot back for Farouk. Meanwhile young Farouk cultivates his considerable popularity by giving prizes to female Egyptian swimmers (*above*) and trying to get married to a commoner whose picture at top he chose himself.



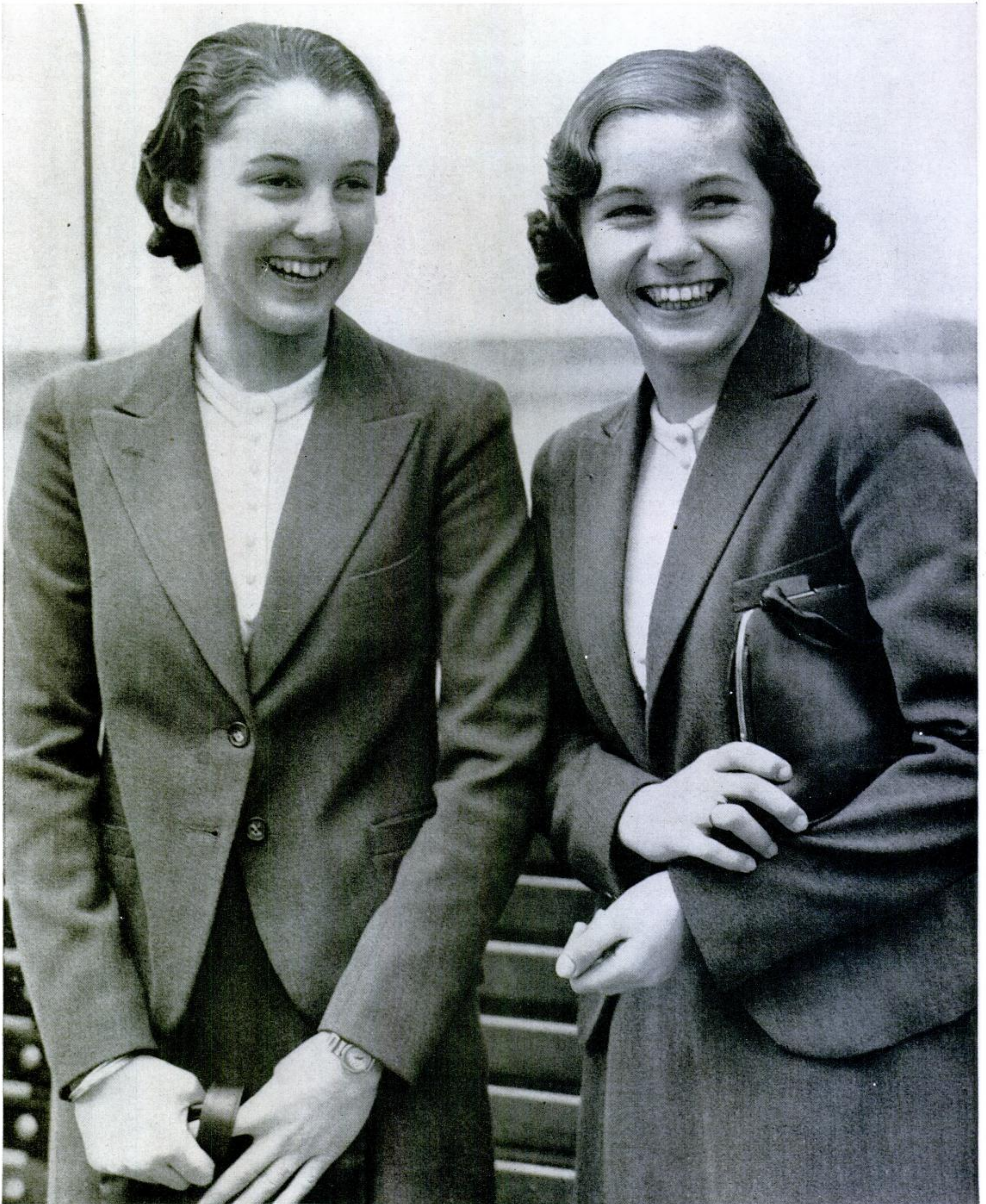


Farouk's friends, students of the Cairo universities, rioted (above) Oct. 23 for Farouk and against the Wafd. Oldest (founded in 971 A.D.) and most authoritative university in the Moslem world is El Azhar in Cairo. There the course is 15 years and 10,000 students are paid for taking it. Up until 1933 they were taught that the earth is flat. Below are El Azhar students in the 600-year-old court of the Mardani Mosque. In rear is the *hanafiya* (holy fountain). Notice ink stands and shoes, soles up. The stepladder is for repair work on the old wood and stone.





(continued)



## Sisters of the King of Egypt

**T**hese American-looking girls are Fawziya, 16 (left) and Faiza, 14, the two eldest of King Farouk's four sisters. (Their father, King Fuad, had a superstitious faith in the letter F and Farouk has renamed his fiancée from Sasi Naz to Farida.) They were

Farouk's only playmates during his childhood and shared his English tutors. Egyptian society is one of the world's handsomest and most ancient. Rich and highly cultivated, Egyptian aristocrats know how to spend money, look down on most Christian society.





**VICTOR F. CULLEN, M. D., Supt., Maryland Tuberculosis Sanatorium:** "I think the presentation is ideal... If other magazines would take up this topic, it would certainly aid in eradicating the disease."



**GEORGE J. NELBACH, Executive Secretary, State Committee on Tuberculosis and Public Health, New York City:** "LIFE has achieved a fine 'balance' in compressing within eight pages the history, the drama, the hopes, the failures, the progress and the modern weapons of the fight against tuberculosis... I applaud LIFE for its willingness to give its readers this intelligent glimpse into a problem which comes close to every individual and home in the nation. More power to you!"



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**M. A. AUERBACH, Executive Secretary, Indiana Tuberculosis Association:** "In my opinion you have given a real service to the tuberculosis movement and to the public... As a LIFE subscriber, I was particularly pleased to see the pages given over to this important matter."



**ROBERT B. KERR, M. D., Executive Secretary, New Hampshire Tuberculosis Association:** "You have done a remarkable piece of work in the presentation of the photographic essay, Tuberculosis... The data presented is understandable to the lay public and the message is very clear. It is in addition scientifically correct and of inestimable value."



**F. H. VINCIL, M. D., Astoria, Oregon:** "The eight page story of T. B. pictured as it is, shows more to the looking and reading public than the medical man could teach both ignorant and educated people in quite some time... Your organization is to be congratulated for the work done."



**PEACHY R. GILMER, M. D., Shreveport, La.:** "I wish to congratulate and compliment you on 'Tuberculosis'. LIFE is really giving life to its readers when it emphasizes such an important subject to the public."



**MYRON D. MILLER, M. D., Medical Director, Franklin County Sanatorium, Ohio:** "Your feature 'Tuberculosis: A Menace and a Mystery' will surely go far toward lessening each of the above characteristics. Too often, articles for the lay public leave inaccuracy and misconception in their wake, but as always, LIFE has given a true, educational picture of this malady and its social and economic problems."



**G. J. WHERRETT, M. D., Executive Secretary, Canadian Tuberculosis Association:** "I think it is the most outstanding educational feature that has appeared in years. It is well-balanced and though sufficiently technical, presents information in such a way as to be interesting and easily understood by the lay reader."



**K. W. GRIMLEY, Executive Secretary, Alabama Tuberculosis Association:** "You deserve the thanks and appreciation not only of the organized tuberculosis movement, but of all citizens for this contribution to the public welfare."

## The Doctor looks at LIFE...

In its fifteenth issue, LIFE published a seven page photographic essay unlike anything that had before appeared in a general magazine. It was on Cancer.

Since then LIFE has published other medical essays, some brief, others long. From hundreds of readers have come letters urging LIFE to go on using pictures to inform men and women about mankind's unending fight against disease and death. And LIFE will do so.

But letters by the dozen have also come from medical associations and from the medical profession itself. On this page LIFE reprints twelve of these — about its recent picture-essay on Tuberculosis.

From such letters The Editors draw a deep encouragement, and reprint them here that LIFE's readers may see that LIFE uses pictures not only to inform, but to inform responsibly and accurately.

## LIFE

*"To see LIFE... to see the world... to eyewitness great events..."*



# Life Goes to a Party

With Dorothy Parker at a Bohemian New Year's Eve Ball

New York's Greenwich Village holds its largest and most unrestrained revels in a ramshackle old place on 11th Street called Webster Hall. Thither on New Year's Eve trooped Village artists who had not yet arrived, Village artists who would never arrive, Village boys and girls who simply liked the Bohemian life and a horde of non-Villagers, some 1,800 people who paid \$2 each for their night's fun. The party that ensued under the direction of Impresario Cynthia White, the Village's Elsa Maxwell, was a good deal rowdier than many a white-tie affair uptown. From 10 p. m. until 5 a. m. the guests cavorted about the dance floor while two orchestras blared away, made love when plain clothesmen weren't looking, and indulged in the sort of high jinks shown on opposite page.



Dorothy Parker, with her husband Alan Campbell, was the Greenwich Village party's most distinguished guest. She sat on the sidelines and got off some of her famous wisecracks.



ENTERTAINMENT WAS FURNISHED BY DANCER MARGARITA BUENCORÉ WHO HERE EXECUTES "THE SEVILLA" IN THE SPOTLIGHT



Just a bird in a gilded cage was this trouserless Bohemian who wore one of the evening's most original costumes.



The Big Apple, reputedly on the wane, was powerfully revived by sturdy practitioners like these at Webster Hall.



Eccentric dancing like this was part of the night's fun. Almost anything goes at Webster Hall on New Year's Eve.









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When a Headache, Upset Stomach, Cold or some other common everyday ache or pain threatens to spoil your good time—be wise—Alkalize with Alka-Seltzer. A tablet in a glass of water makes a pleasant tasting, effervescent solution, which brings quick relief in TWO ways. Because it contains an analgesic (sodium acetyl salicylate) it first relieves the pain and then because of its alkalizing properties, it corrects the cause of the trouble when associated with an excess acid condition.

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## WHAT YOU SHOULD KNOW ABOUT FACE PIMPLES

These disfiguring little spots often result from a slight, temporary disturbance, or merely from incorrect cleansing, or sometimes they are more persistent due to deeper internal causes.

While properly treating the underlying cause, you can relieve the itchy, burning soreness and help your skin by using an ointment that will keep the medication in contact with the pimply spots. Apply it every night and leave it on all night. It does a world of good.

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Buy Resinol Soap and Ointment today at any drug store, and start this treatment. For free sample, write Resinol, Dept. L1, Balto., Md.

## Life's Party (continued)

Greenwich Village revelers greet 1938 with horseplay and hilarity



Rest in a box is being enjoyed by this affectionate couple who decided to sit out one of the dances up in the balcony.



Weary from dancing, this tired lady takes a quiet nap on the manly chest of her partner who remains alertly conscious.



Centre of non-dancing activities was the stairway leading from main floor to balcony. Here you see how to have fun with (1) a

banister, (2) a lady. The New Year's Eve party was nothing if not varied. The man at lower right has just seen a ghost.





Who is kissing whom is the puzzle provided by this picture. Does the female head at left belong to the female trunk at

left? Close scrutiny shows that it does not. The dancing lady's head is hidden by the escort whom she fondly grasps.



Dorothy Parker, having seen 1938 safely in, leaves the Webster Hall party accompanied by her husband Alan Campbell.



With heads bowed down, this Greenwich Village couple apparently has done its full duty in welcoming the New Year.

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# PICTURES TO THE EDITORS



## JAKE KILRAIN'S FUNERAL

Sirs:

Only 43 mourners, including priest and policemen, could I find in my lens when I photographed the committal exercises (above) at the graveside of John Joseph Killian in St. Mary's Cemetery, West Quincy, on the day before Christmas. Half a century ago Killian, under the name of Jake Kilrain, wrote a red-letter chapter in the history of the ring when he went 75 breathless bare-knuckle rounds with the immortal John L. Sullivan in Richburg, Miss.

The scant crowd at his funeral would have

pleased the old battler, for since his retirement in 1895 he had avoided fanfare and publicity. For years he had been night watchman at the Fore River shipyards. He died Dec. 22, still believing that he deserved no worse than a draw from Sullivan. He claimed that one of his seconds threw a sponge into the ring without his consent, although freely admitting that both he and John L. were practically out on their feet.

WALTER GREEN  
Staff photographer

Quincy Patriot Ledger  
Quincy, Mass.



## WHERE KILRAIN FOUGHT SULLIVAN

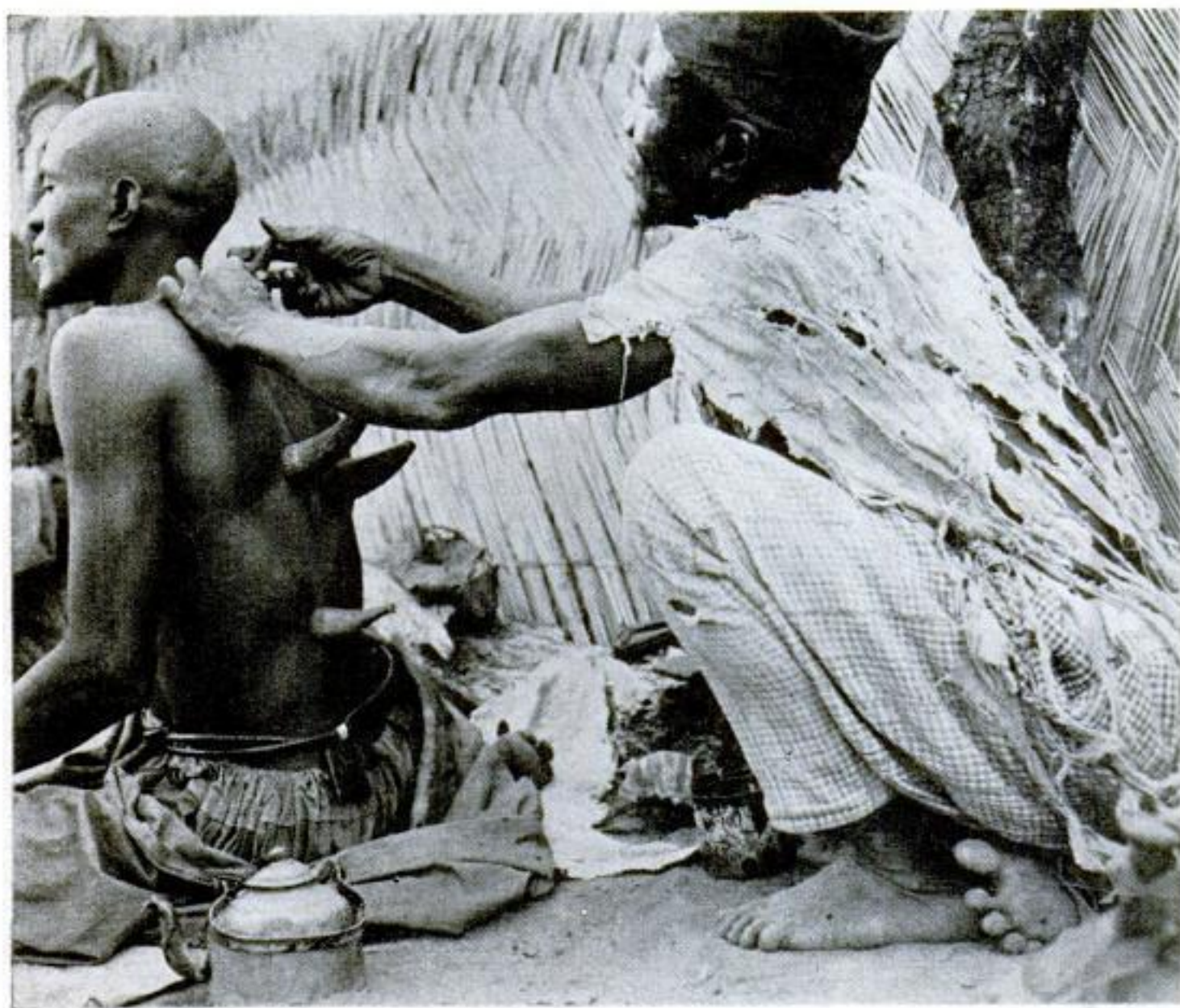
Sirs:

Enclosed herewith is a photograph of the site of the famed Sullivan-Kilrain fight near what was once the town of Richburg, Miss.

The fight was held on July 8, 1889. As a coincidence this photograph was taken July 8, 1937.

F. G. BRUMMETT

Mississippi State Highway Dept.  
Hattiesburg, Miss.



## CUPPING

Sirs:

"Cupping" or bleeding has long gone out of fashion in Europe and America as a method of treating fevers. In West Africa it still survives. The operator makes a shallow incision at the place where he intends to draw off some blood. Over this he claps the wide end of a cow's horn, the point of which has been sawn off so as to leave a narrow hole. He puts a small lump of beeswax into his mouth and then begins to suck out the air from the horn. As soon as he has exhausted the air in it, he presses the lump of beeswax skilfully on to the open end of the horn with his tongue, thus sealing it. The vacuum soon fills with blood and after some minutes he unseals and pulls off the horn, expels the blood which he buries in a hole in the ground, and continues with the treatment.

These pictures show a patient being treated for malaria by "cupping" in a market place on the Gold Coast.

FELIX GROSS  
Cape Town, South Africa

## BAER'S BABY

Sirs:

Enclosed please find an exclusive picture (below) of Max Baer and his baby, Max Jr., a picture scoop scored by me. Max had refused

to allow any cameraman to get this picture until after the New Year. I obtained this picture scoop because Max Baer has been a personal friend of mine since boyhood.

LOU FREDERICKS

San Leandro, Calif.



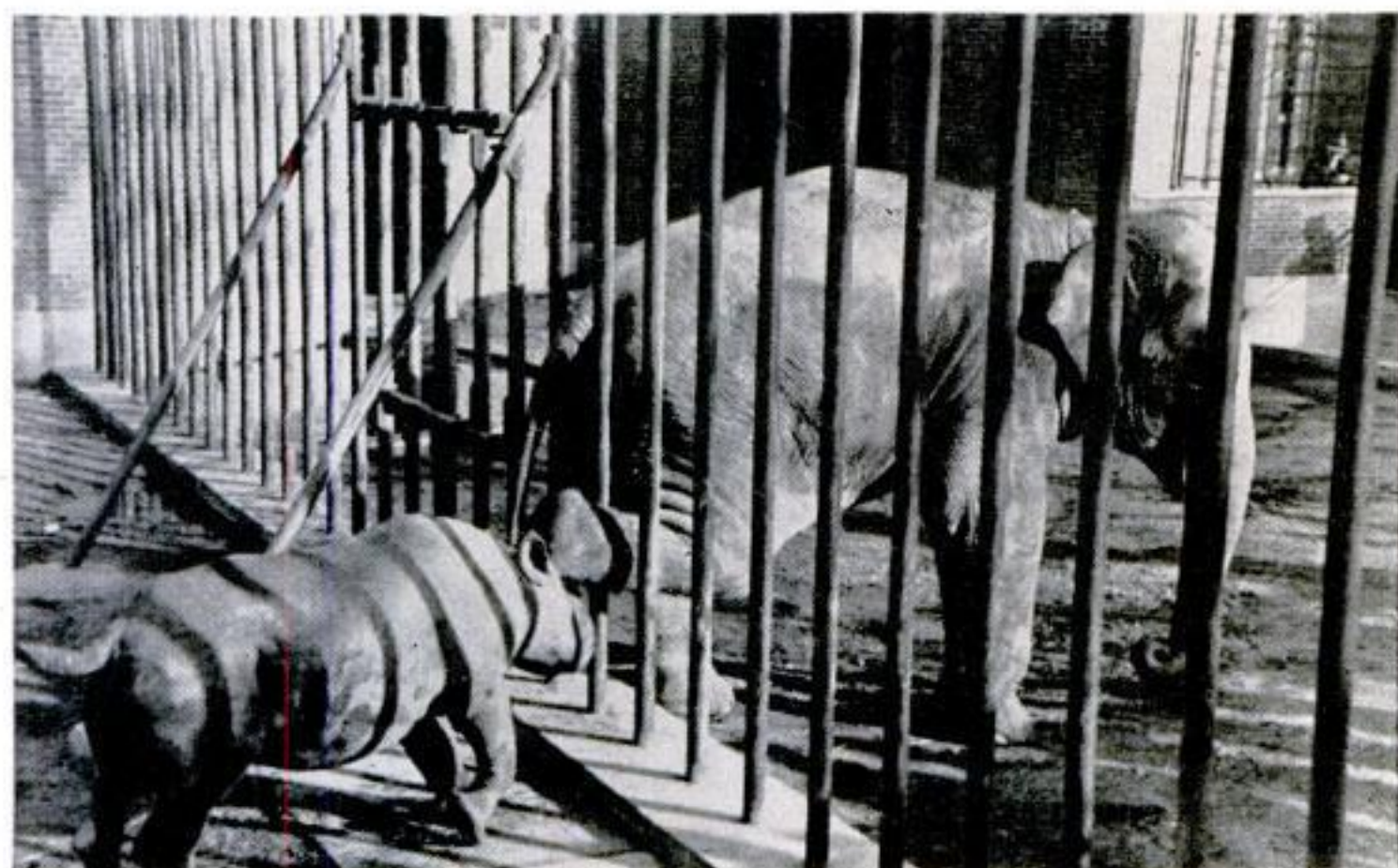




### RHINO & ELEPHANT

Sirs:

These two pictures were taken at the Prospect Park Zoo. The elephant tried to be friendly with the rhino (*left*) but the rhino was very mean tempered and insisted on annoying the elephant. After a



half hour the elephant became infuriated, rushed the bars and broke about four inches off his tusk. The other picture (*right*) shows the elephant's parting kick at the rhino as it walked away.

JOSHUA STERLING

Brooklyn, N. Y.

### MR. MORGAN GOES TO WORK

Sirs:

Here is a picture of J. P. Morgan entering his Wall Street banking home. It was made at 11 a.m., Dec. 22. A poor picture in detail, due to the usual bad lighting on that corner, it nevertheless shows the old boy in such a characteristic posture that it fairly shouts "Morgan" at you. What is more, to the best of my knowledge, no such picture of Mr. Morgan has ever been made entering "No. 23."

EDWARD J. SYLVESTER JR.  
Hoboken, N. J.



### AFTERNOON'S FUN

Sirs:

When a few days before Christmas Chris J. Johnson of Phoenix walked into the Hellenic Orthodox Church, he found the interior in shambles. The destructive work was accomplished by two seven-year-old boys who played hookey from school, broke into the church building, and spent an afternoon wreaking

havoc in room by room. The boys smashed almost everything they could break. They shattered glass window panes, broke up pictures and religious objects, tore down lighting fixtures, broke dishes and scattered debris everywhere. These pictures tell the story better than words.

JERRY McLAIN

Arizona Republic  
Phoenix, Ariz.



## "MOIST-THROAT" METHOD relieves Cough Quickly

When you catch cold and your throat feels dry or clogged, the secretions from countless tiny glands in your throat and windpipe often turn into sticky, irritating phlegm. This makes you cough.

Pertussin stimulates these glands to again pour out their natural moisture so that the annoying phlegm is loosened and easily raised. Quickly your throat is soothed, your cough relieved!

Your cough may be a warning signal from your respiratory system. Why neglect it? Do as millions have done! Use Pertussin, a safe and pleasant herbal remedy for children and grownups. Many physicians have prescribed Pertussin for over 30 years. It's safe and acts quickly. Sold at all druggists.

Large  
Trial  
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send me a large Trial  
Bottle of Pertussin. I en-  
close 10¢.

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### PATCHY BALDNESS—ITCHING SCALP

Persistent use of Glover's Mange Medicine and systematic Massage gets results! This scalp treatment has been famous for over a half century. Try it! To cleanse the scalp and remove the Medicine's piney odor, shampoo with Glover's Medicated Soap. All Druggists sell Glover's.



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Two beautiful doubleweight  
professional en-  
largements and 8  
guaranteed never  
fade perfect tone  
prints.—Est. 1920

**25¢**  
COIN

Rays Photo Service, Dept. LE, La Crosse, Wis.

## DEAR DADDY—

Since you've been away, mother started using Cuticura Soap on baby brother. He loves it—and Oh!—does he smell good! Mother says it's the purest, sweetest soap she's ever used—and we're all using it now. Love, Mary-Ann. Soap 25¢. Ointment 25¢. FREE sample. Write "Cuticura", Dept. 41, Malden, Mass.

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# Private Lives



Eileen Wenzel in 1932 looked like this after Brewing Scion Louis Ehret Jr.'s car in which she was riding hit a Manhattan lamppost. In 1936 she collected \$40,774.51 damages for impairment of beauty.



The Misses Roberta and Olivia Hale, both in their 90's, were taken to a hospital in Washington, D. C., against their will after visitors from the Southern Relief Society which helped support them found

them bedridden with burns and a fractured hip respectively. Straightening the shabby quarters of the two half-starved old ladies, neighbors found more than \$10,000 hidden in mattresses and pillows.



Eileen Wenzel in 1938 looked like this when she returned from Europe to announce that she had bet \$1,000 to Playboy Tommy Manville's \$50,000 that Boxer Tommy Farr would beat Jim Braddock this January.



Betty June Lacer of Linton, Ind., who is only 12 years old recently gave birth to a 10½-pound son whom she has named after its 13-year-old father Thomas Chapman. Because Indiana law prohibits the mar-

riage of children under 16, Tommy's offer to make Betty an honest woman has not been accepted. His family has offered \$50 "in full settlement" but the Lacers are asking \$50 a year until the child is 14.



Susanna Wilson, 21, whose mother Mrs. Paul C. Wilson is better known as Secretary of Labor Frances Perkins will marry New York Socialite David Meredith Hare whose profession is color photography.



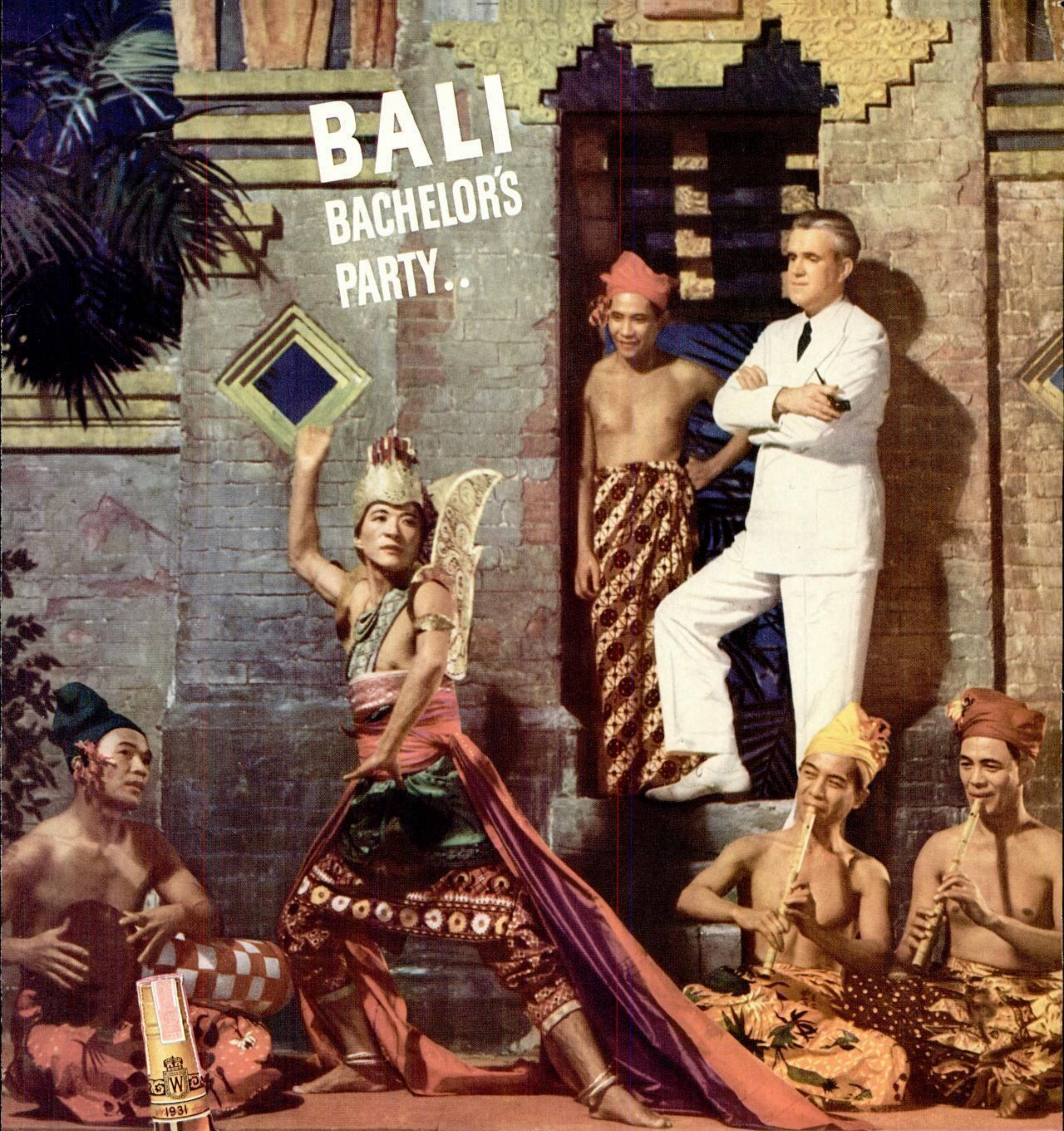
Helga Gunderson, chambermaid in New York's Waldorf-Astoria, was making a bed when the room's occupant came in. She recognized a man whom she had met at a party given in the hotel's Grand Ball-

room by the Norwegian Consul General. When she explained she was learning the hotel business with the approval of her wealthy father, the gentleman whose bed she was making drank to her success.



# BALI

## BACHELOR'S PARTY..



"IN BALI, land of ceremonies, even a 'bachelor party' calls for an elaborate dance by the men," postcards P. J. Stafford, "so you'd think one ceremony more wouldn't surprise me—but I found one that did, here in the local tavern. It was the very same ritual of hospitality which I enjoy so much back home—

a generous 'Canadian Club'!"

Have you ever tasted "Canadian Club"? For 80 years it has been the cheering friend of all who've tried it. Hiram Walker's "Canadian Club" (90.4 proof) is a luxury everyone deserves—yet actually it costs but little more than "other whiskies."

Hiram Walker also makes rye,

bourbon, Scotch, gin and a complete line of liqueurs, cordials and prepared cocktails—whatever type you like, at whatever price you like to pay. At leading dealers and your favorite clubs, bars, hotels. Hiram Walker & Sons, Inc., Peoria, Illinois, Distilleries at Peoria, Walkerville, Ontario, Glasgow, Scotland.

# Hiram Walker's "CANADIAN CLUB"

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